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MAD

MAY
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357

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Printed in U.S.A.

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— Alfred E. Neuman

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FRONT COVER ARTIST: G.E. PAYNE

FRONT COVER BORDER ARTIST: RICK TULKA

BACK COVER PHOTOGRAPHER: IRVING SCHILD

BACK COVER WRITERS: MEREDITH ANTHONY, LARRY LIGHT AND ALISON POWER





STAR ROARS

You pathetic inebriates! In MAD #354 you have an article called "Star Wars Playsets You May Have Missed." In it you detail one "Al's Imperial Jiffy Lube and Garage." One of the sentences in this little play set description is "From scraping the corpses of Rebel pilots off the feet of an Imperial AT-AT Walker to cleaning up TIE Fighters whose pilots couldn't quite stomach the jump to hyperspace, Al's done it all at his garage." It's really a pity that TIE Fighters can't go into hyperspace! The only TIE that can enter hyperspace in the movies is Darth Vader's Imperial TIE Interceptor prototype, of which he has the only one because the Empire scrapped the idea due to excessive costs.

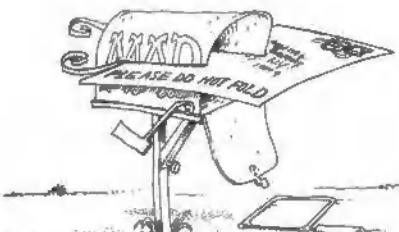
Colin Frye
Northbrook, IL

Collie — You're right! TIE Fighters can never, ever go into hyperspace! And you know what else? You can never, ever go on a date! But, like in our article, it's fun to play pretend, isn't it? Bye now! —Ed.

After reading your latest messed up magazine, I have one question: How in the heck is Jabba The Hutt able to reach his butt as he's doing the Macarena?!

Mark B. Harrison
New Jersey, USA

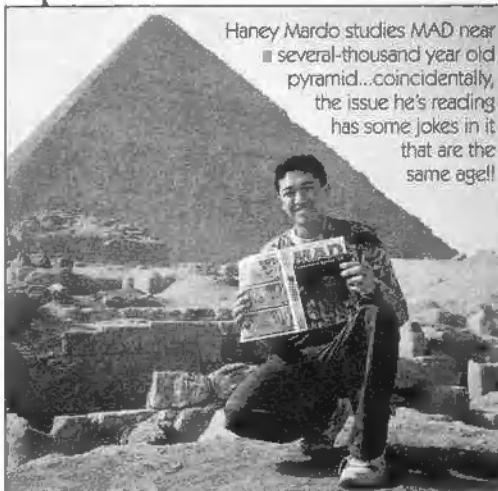
That's not a question for us, Mark — that's a question for the special effects whizzes at Industrial Light and Magic! We've taken the liberty of forwarding your letter to George Lucas and the eggheads at ILM, and if they get back to us, we'll report their answer, no matter how insulting it may be to you! —Ed.



ALFRED E. GYPT

I started reading MAD when my English teacher told us to buy magazines to improve our English. At first I started reading magazines such as *Newsweek* and *The Times*, but to understand the topics I had to open the dictionary every 10 seconds. Thanks to MAD, I learned a lot of things and a lot of new and useful words, such as schmendrick, pus, schlep and Bob Dole. I would like to bless your educational efforts and I hope you guys continue your noble work.

Haney Mardo
Cairo, Egypt



WORLD'S OLDEST MAD REAPPEARS!

I love your magazine. I would love to see a reprint of the first few issues. I'm very interested in seeing what's inside the first issue. I've heard rumors that there will be reprints. If so, please tell where and when they'll be available. THANKS A BUNCH!!

Chase Estes
Ogden, UT

Chase — Look for "Tales Calculated To Drive You MAD" at your newsstand starting May 27th! It's the first of a new series featuring the original comic book-style MAD! This edition contains virtually all of MAD's first three issues, and it's all IN COLOR! Thanks for writing, because now we don't have to make up a letter ourselves to promote these golden moldies! —Ed.

MAD #358
ON SALE
MAY 27!

MAD MUMBLINGS@aol.com

Those three damn staples in your magazine are tools of Satan himself! —Edgar Frog...OH DEAR GOD! My chinchilla's stuck in my nose! Send help quick! —GOLD675050...Why is abbreviate such a long word? —Stuzy...My socks talk to me. —PeteBrwdog...Is Ronald McDonald laughing with you, or at you? —Martian716...Does peanut butter get gum out of belly button lint? I'm in a dilemma. —Snaponarby...Boonton rules! —MEDdole...If the Pillsbury Dough Boy eats a cookie, is that cannibalism? —Cowman0001...A funeral home is a halfway house for dead people. —PaulaRoi2...My bologna has a first name, it's...dammit, what was it again? —Rodeo82503

HOW TO REACH US

Please Address Correspondence To: MAD, Dept. 357, 1700 Broadway, New York, New York 10019. MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

HIGH SCHTICKING

As a faithful MAD reader and hockey lover, I found a huge mistake in the introduction to MAD #352's "The MAD NBA Primer." Bobby Orr wasn't an NBA player! He was one of the best NHL players who played several years with the Boston Bruins in the '70s and helped win Stanley Cups! Fa! Other than that a great magazine!

Scott Tait
British Columbia, Canada

We consulted with MAD's resident sports expert Rusty Corroda (who coincidentally appears in this issue's "MAD-sterpiece Theater," page 20). Rusty replied, "You're wrong. Bobby Orr was one of the greatest NBA Power Shortstops ever, in the same great basketball tradition as Joe Pepitone, Willie Shoemaker, Bobby Rayhall, and, most recently, Kerri Strug!" Having heard this, we therefore stand by our story! —Ed.



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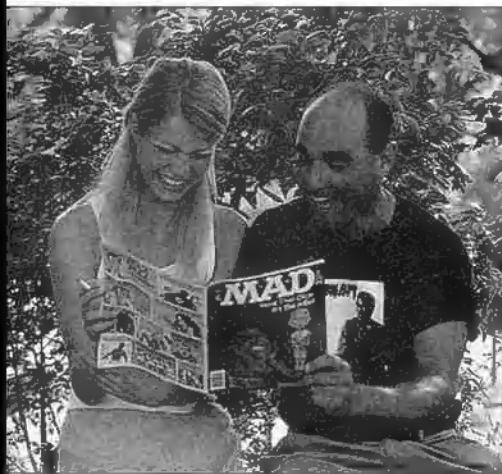
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MAD CELEBRITY SNAPS

I just recently hung with Gwyneth Paltrow, the very beautiful and sweet, sexy actress with a great sense of humor. I shared with her your piece on "Paparazzi Shots That Press Agents Try to Suppress" (MAD #344) and we both had a great laugh. I'm hoping you won't suppress this paparazzi shot from your magazine.

Peter Lovino
Los Angeles, CA



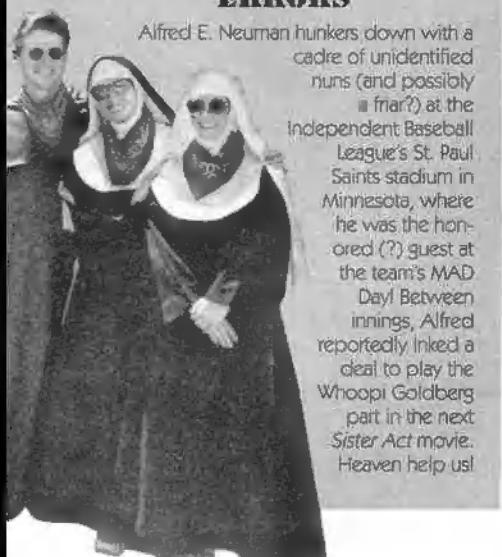
It's a good thing Peter sent his note...we looked at the photo first and thought that Brad Pitt had really let himself go! Anyway, we're sending Peter a three-year subscription for his snapshot and we'll send you one, too, if you send us a photo of an incredibly famous celebrity holding your copy of MAD and we print it!

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NUNS, HITS AND ERRORS

Alfred E. Neuman hunkers down with a cadre of unidentified nuns (and possibly a friar?) at the Independent Baseball League's St. Paul Saints stadium in Minnesota, where he was the honored (?) guest at the team's MAD Day. Between innings, Alfred reportedly inked a deal to play the Whoopi Goldberg part in the next Sister Act movie. Heaven help us!



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about your
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*An organization we created just for this ad



A STAR IS PORN DEPT.

Hear ye, hear ye, this satire is now in session. All rise and hold your nose (and anything else applicable) as we present the story of a sleazebag pornographer whose disrespect for women was surpassed only by his disrespect for the American judicial system — the very same system he turned to for help when a bunch of uptight right-wingers threatened his bottom line! This is the case of...

The People

I'm Woody Harrelson. In this film I portray Larry Fylth, the sleaziest womanizer to ever hit the Supreme Court — at least until they appointed Clarence Thomas! You may be wondering why they would make a movie about someone who made millions exploiting and degrading women. Simple. Fylth was a character every producer in Hollywood could relate to!

I'm Edward Norton. I play Alan Isuckman, Larry Fylth's fiery young First Amendment lawyer. Alan says Larry is a lowlife, bottom-feeding amoral kind of guy — and coming from a lawyer, that's saying something! Both Larry and Alan were shot coming out of the courtroom. Actually, Alan wasn't supposed to be shot, but as Larry's attorney, he gets 40% of everything Larry gets!



People vs. Larry Fylth

ARTIST: ANGELO TORRES

WRITER: STAN HART

I'm Donna Hanover Giuliani. In real life I'm the wife of the Mayor of New York, Rudy Giuliani, but in this film I play the part of evangelist Ruth Carter Simpleton. I was a natural for the part because I have personally witnessed strange and miraculous phenomena firsthand — namely seeing a conservative Republican elected Mayor of New York!

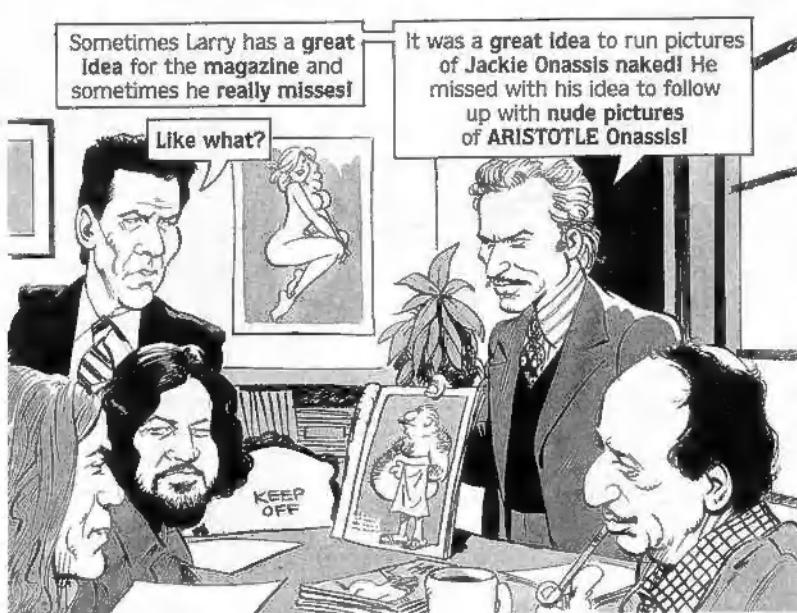
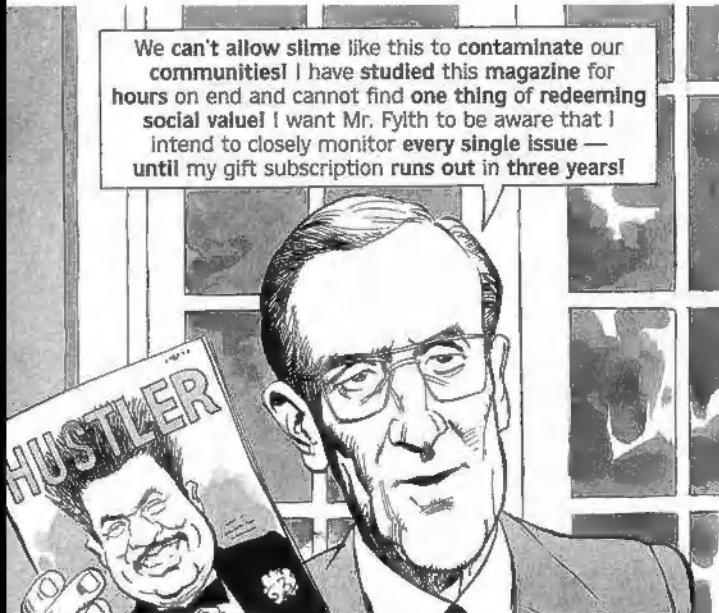
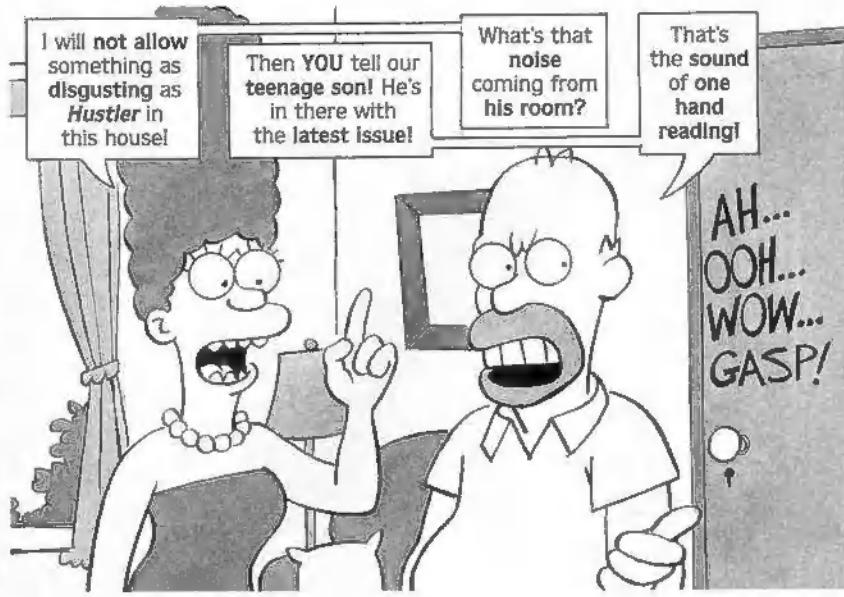
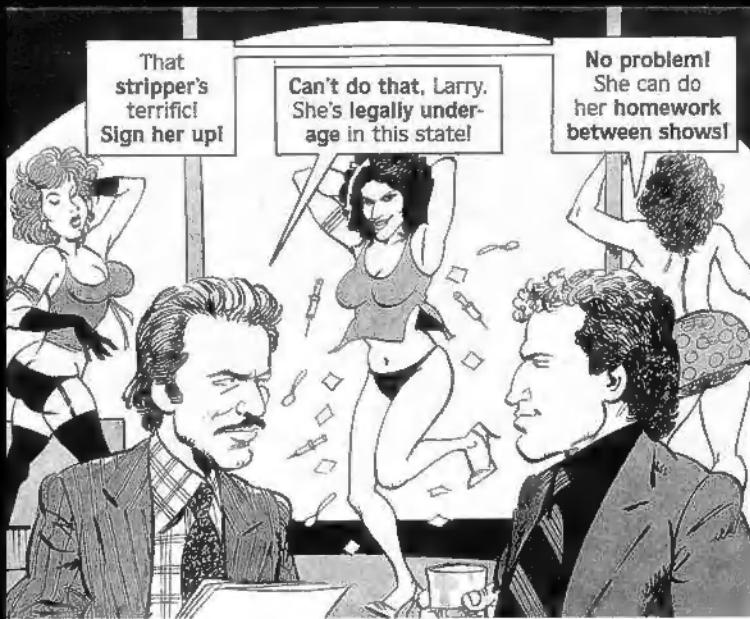
I'm James Carville. I've received terrific reviews for my performance in this film playing a lawyer who believes there must be a limit to free speech. Why am I so convincing playing a character who advocates positions I don't believe in personally? Easy! I had plenty of practice doing it when I ran Bill Clinton's Presidential campaign!

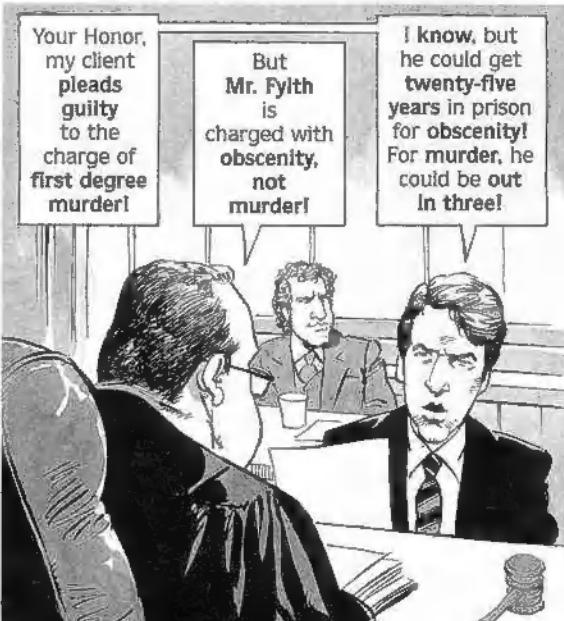
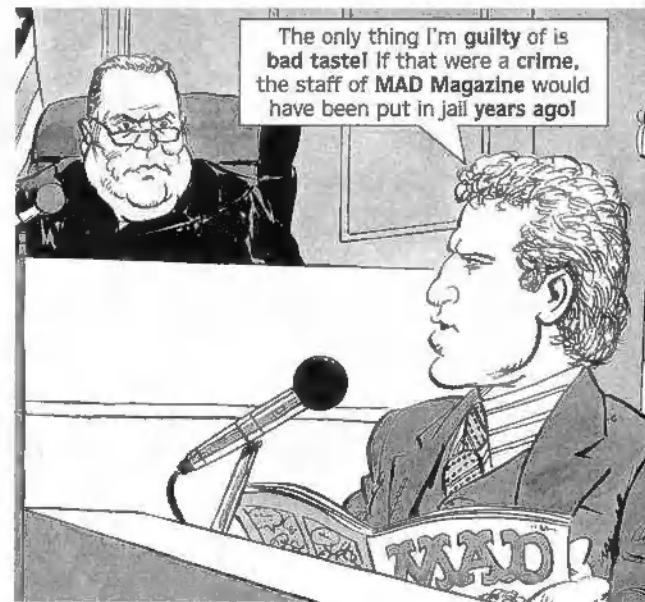
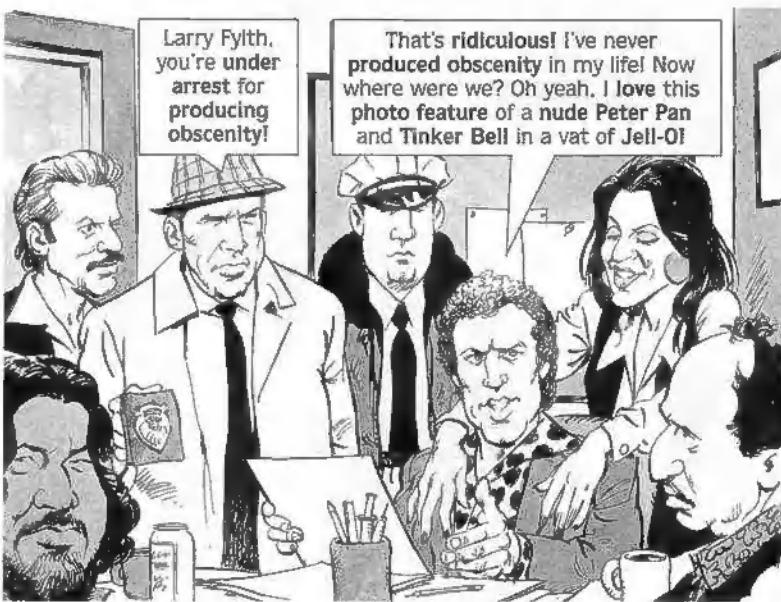
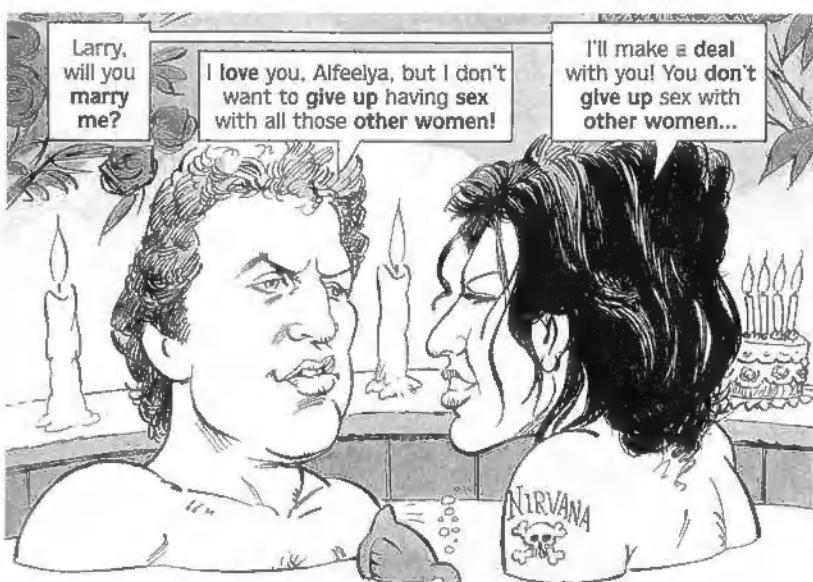


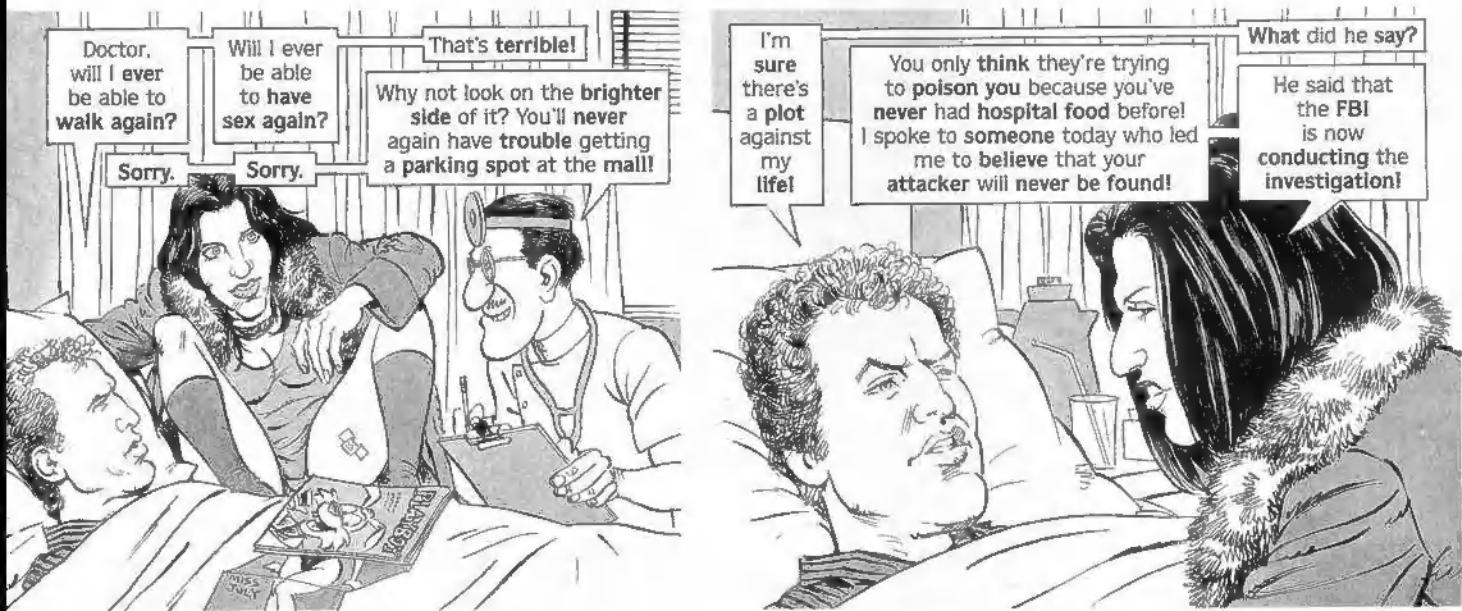
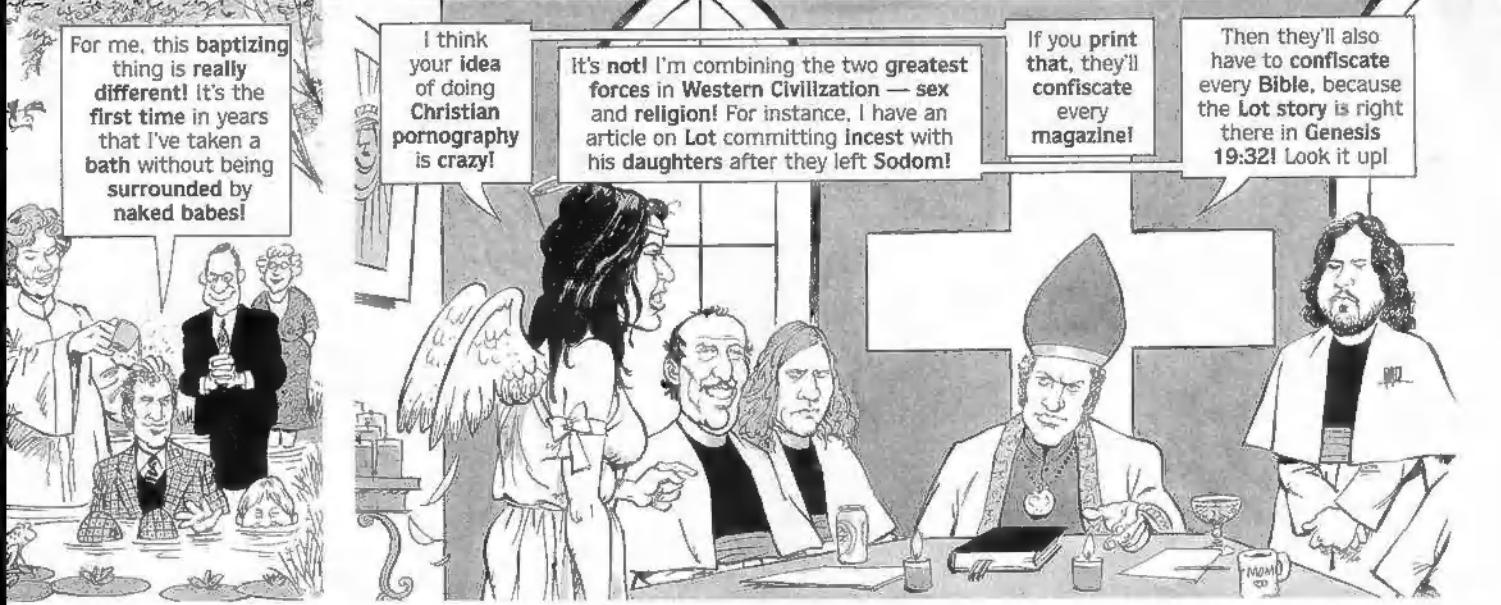
WITNESS
FOR THE
PROSTITUTION

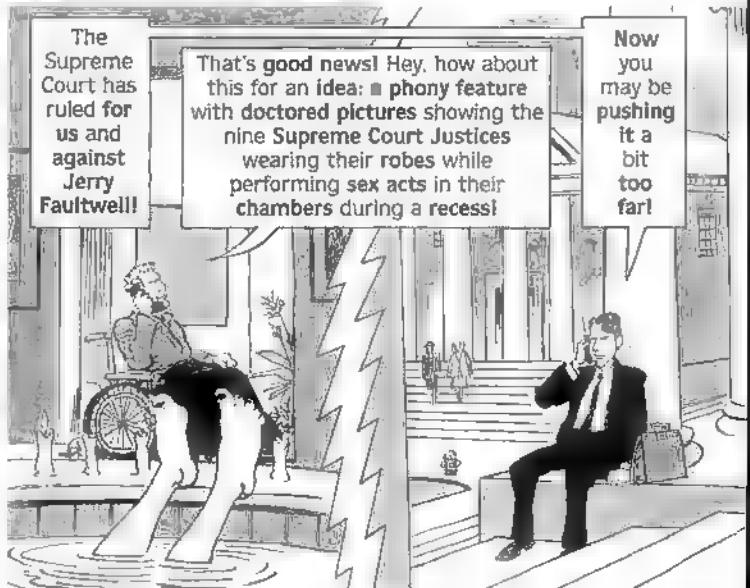
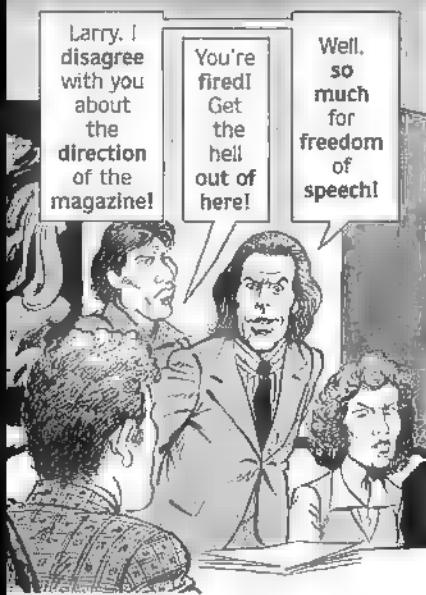
EXHIBIT
A

HUSTLER









EPILOGUE



CHARLES CHEATING
Anti-porn crusader and corrupt banker Charles Cheating went to prison for defrauding his investors! ■ never appreciated the irony of *Hustler* showing pictures ■ people doing each other what Cheating was doing ■ his unwitting customers!



REVEREND JERRY FAULTWELL
Faultwell ■ still trying ■ make the world a better place to live with his radio and TV broadcasts! The last time we looked, ■ had not succeeded! But undeterred, he continues to wear his happy face while promising eternal bliss — for Christians, that is!



OLIVER STONED
After the distortions and phony history ■ presented ■ *JFK* and *Nixon*, Producer Oliver Stoned's job of sanitizing Fylth was another example of his disrespect for the truth! It ■ reported that Stoned's next film will ■ *Oliver S*, a sanitized version of his own movie career!



LARRY FYLTH
After wrapping himself ■ the Constitution, Fylth continues to wipe his butt with it by publishing *Hustler*, a magazine that degrades women and glamorizes violence against them! Because of Harrelson's charm, the public never got to see the REAL Larry Fylth, an Indigenous missing link or *Scumbagus Americanus*!

G

MAD EDITOR'S NOTE:

With the success of several cutting-edge magazines aimed at African Americans, we figure it won't be long before some well-financed but exceedingly dumb white guys figure they can churn out a successful black publication too!

INTRODUCING FROM TIME-

A Note from Editor-In-Chief F.B. Cunningworth:

Yo, readers! The black experience is more vital and blacker than ever before! These days there are blacks all over the place — on the street, on the subway, crossing the street, eating sandwiches, talking to each other...I even saw one in the bank yesterday! Each and every issue, *Homeboy's Life* celebrates blacks in all their blackness, defining the colorful black experience colorfully from our editorial offices here in Greenwich, Connecticut!



Right on! I'm Emerson Hans-Mathis, *Homeboy's Life* Sports Editor! Whether it's the latest in professional golf or Olympic diving, I'll cover the prominent black brothers and sisters making sports news! No other publication covers the black sports scene like we do: Polo! Croquet! Nascar Racing! It's all here, including our monthly "Inside Baseball" column by Beloved Cincinnati Reds owner Marge Schott — and that's no jive!

I'm *Homeboy's Life* Fashion Editor Harris Van Gant III! Join me every issue as I "git down" with the baddest, jivenest afro styles, from ankle-length, leather-lined, white ermine pimp coats to a first look at the new KFC uniforms! I'll show you how to look your funky, funky best!



I'm Gerald Thimble, News Editor here at *Homeboy's Life*! I present the black perspective on the tough issues of our day with hard-hitting exposés like:

- The L.A. Riots Five Years Later — Sergeant Stacey Koon Relives His Pain And Heartache
- Finding That Vacation Home in Palm Beach For Under \$2 Million
- Behind The Scenes At America's Most Spectacular Murder Trial Ever — The Menendez Brothers

It's must reading for Soul Brothers, Soul Sisters, Soul Aunts and Soul Uncles!

A NEW MAGAZINE MURDOCH VENTURES!

WHITE BOY'S LIFE

July *The Hip Magazine For Today's Happenin' Negro* \$4.95

KATIE COURIC

Talks About
Bryant Gumbel

10 Best
Ways To
Straighten
That Kinky Hair

Hot,
Cutting-Edge
Comic:

Nipsey Russell

Our Annual
Hockey
Preview



**KING OF
GANGSTA
RAP**
*Vanilla Ice
Profiled!*



**'On Sale
Now,
Brothers!**

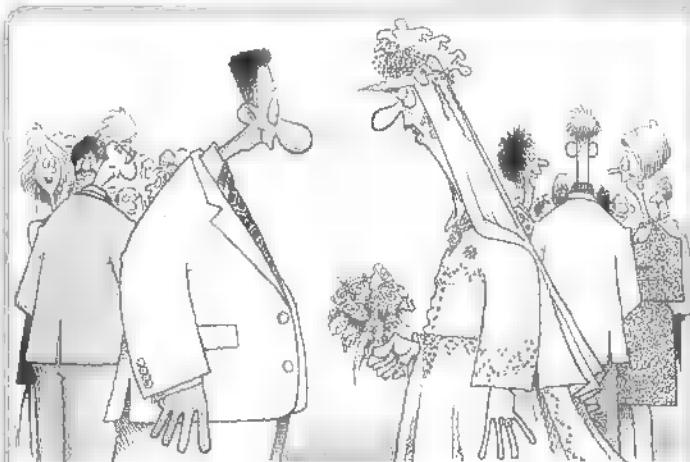
WRITER: JOE RAVOLA

EDITOR PHOTOS: IRVING SCHILD





Dr. and Mrs. Ken Lewis
Cordially Invite You
to the
Wedding of Their Son
Peter John
to Ray Messier,
son of
Mr. and Mrs. David Messier.



When complimenting the bride on the lovely wedding gown, avoid making the tasteless error of asking if it was his father's.

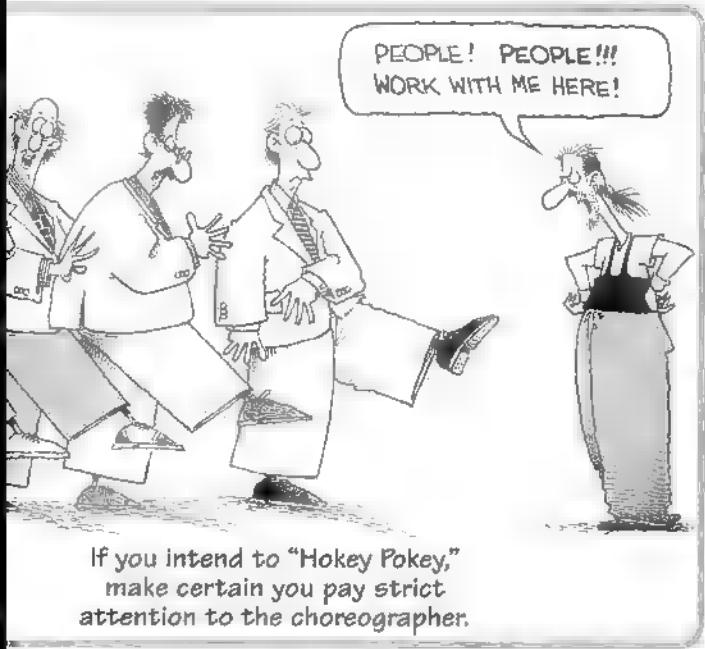


Only unattached bachelors are eligible to catch the bride's jockstrap.

Oh boy! Look what landed in your mailbox today! Are you breaking into a bit of a cold sweat because this is your first one? Are you hip and PC enough to handle this? Well, before you commit an embarrassing faux pas and insult the bride/bride or the groom/groom, you are cordially invited to read...

MAD's etiquette guide to Same Sex Weds





If you intend to "Hokey Pokey," make certain you pay strict attention to the choreographer.



Make it a point to find out at which Harley dealer the bride is registered.

ings

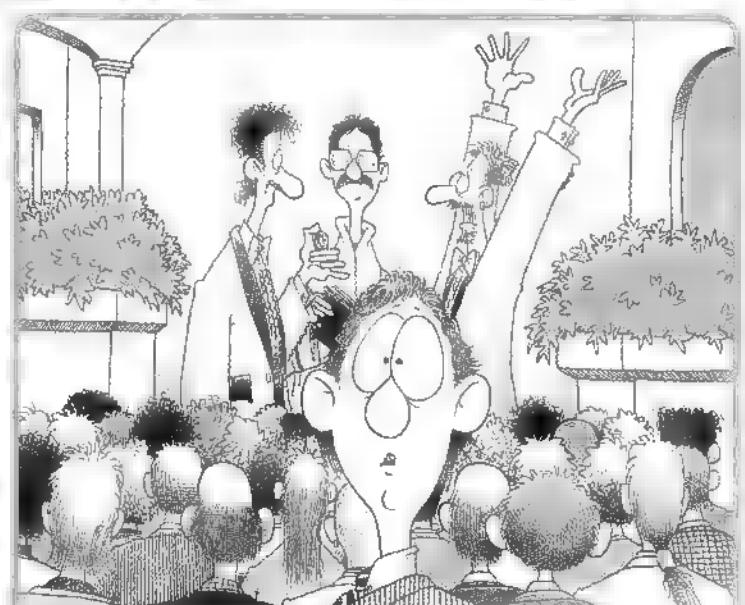
ARTIST AND WRITER:
JOHN CALDWELL



Always check the invitation to see if it's a theme wedding.



If the happy couple opts to hold the ceremony on the site of their first date, be sure to tell them you've never seen a more festively decorated, heavily-wooded interstate highway rest area.



When it comes time for the exchanging of the rings, the operative phrase is, "expect the unexpected."



DEFECTS OF LIFE DEPT.

If there's one area where American industry leads the world, it's in the mass production of shabby merchandise. As a result, America also leads the world in issuing recall notices! For years, we here at MAD have ignored this embarrassing fact, shirking our patriotic duty to blow the whistle on the corporate blockheads who've brought disgrace to our country! But now, in a bold move to shed our image as a leading sports, fitness and "lifestyle" magazine for men, we fearlessly venture into the world of consumer reporting as we bring you...

PRODUCT RECALL? YOU MAY HAVE MISSED

ARTIST: TIMOTHY SHAMEY

WRITER: DICK DEBARTOLO

COMPANY:
Wary Blenders

MODEL:
**Super Turbo
Speed Blender,
Model XX5**

PROBLEM:

Motor is prone to revving too high, causing blender to take off and hover close to the ceiling, tethered only by the AC power cord.

WHAT TO DO:

Exchange at place of purchase for Wary's new Weighted Base model, or place 200-pound anvil on top of unit when blending.



COMPANY:

Issueyou Automobiles

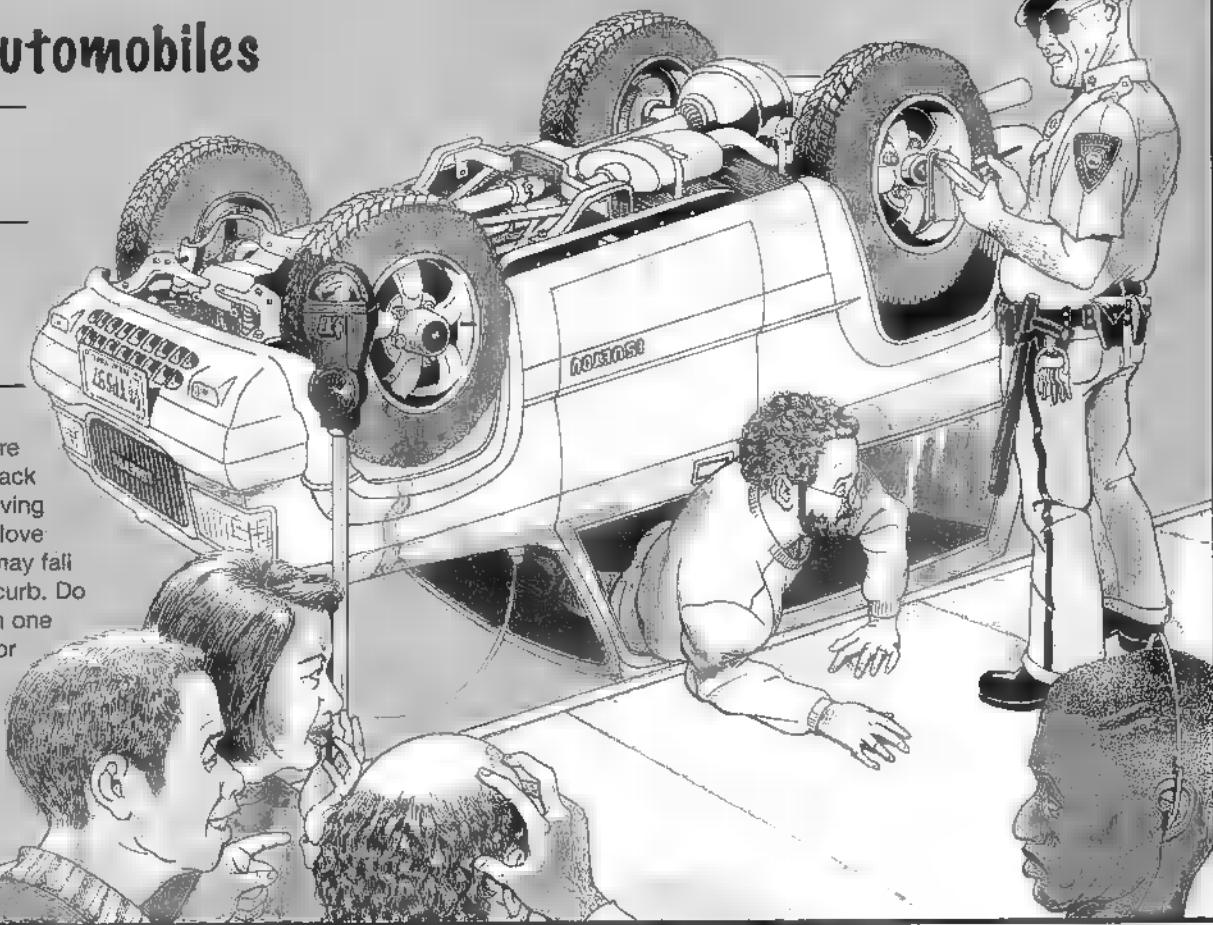
MODEL:
Drooper

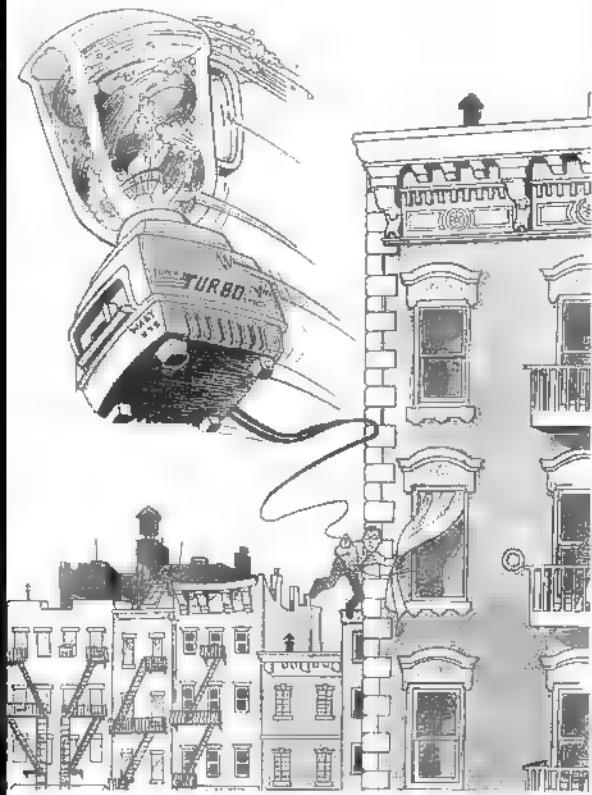
PROBLEM:

The Drooper has been known to roll over... while parked.

WHAT TO DO:

Make sure groceries are evenly distributed in back seat or trunk when leaving car. Do not overload glove compartment, or car may fall over toward the right curb. Do not overfill ashtrays on one side of the car either, or car may fall to that side. See Dealer for free set of wood planks so Drooper can be propped up when parked.





COMPANY:
DUTCH BORE PAINT

MODEL:
100% Lead Free Paint

PROBLEM:

Paint contains too much lead.

WHAT TO DO:

Chip paint from wall, place back in original can and ship back to manufacturer. Paint will be replaced free of charge. (Note: Defective paint must be shipped in accordance with Federal Hazard Material Shipping Rules and Regulations. Send \$29.95 to U.S. Printing Office, Boulder, CO for latest copy of regulations.)



COMPANY:
Sumbean

MODEL:
Quik Heat Electric Blanket MW-2zm

PROBLEM:

Instead of heating to 78 degrees within 30 seconds, the Quik Heat Electric Blanket heats to 780 degrees in 3 seconds.

WHAT TO DO:

Return blanket to Sumbean Repair Depot for a replacement. Or, if you prefer to keep the defective blanket, ask for their free booklet: *101 Things You Can Cook With a Microwave Oven* or a Sumbean Quik Heat Electric Blanket.



COMPANY:
Dewaltz

MODEL:
Electric Drill Model 666

PROBLEM:

Cooling fan inside unit may come apart and eject flying metal pieces through the vent housing, injuring user.

WHAT TO DO:

Return to store for replacement or refund, or save as "lending drill" for neighbors who annoy you by borrowing things and never returning them.



COMPANY:
Toyauto

PRODUCT(S):
1994-96 Cottonelle, Slamry and/or Crashida

PROBLEM:

Airbag may not deploy in crash.

WHAT TO DO:

Various models are involved in this recall, but the company did not keep accurate records of which models received the defective airbags. To determine if you own one of the affected models, ram car into solid brick wall at 45 miles per hour. If airbag deploys, you are fine, and no further action is needed. If airbag does not deploy, have next of kin return car to dealer for new airbag installation.

COMPANY:
Webore

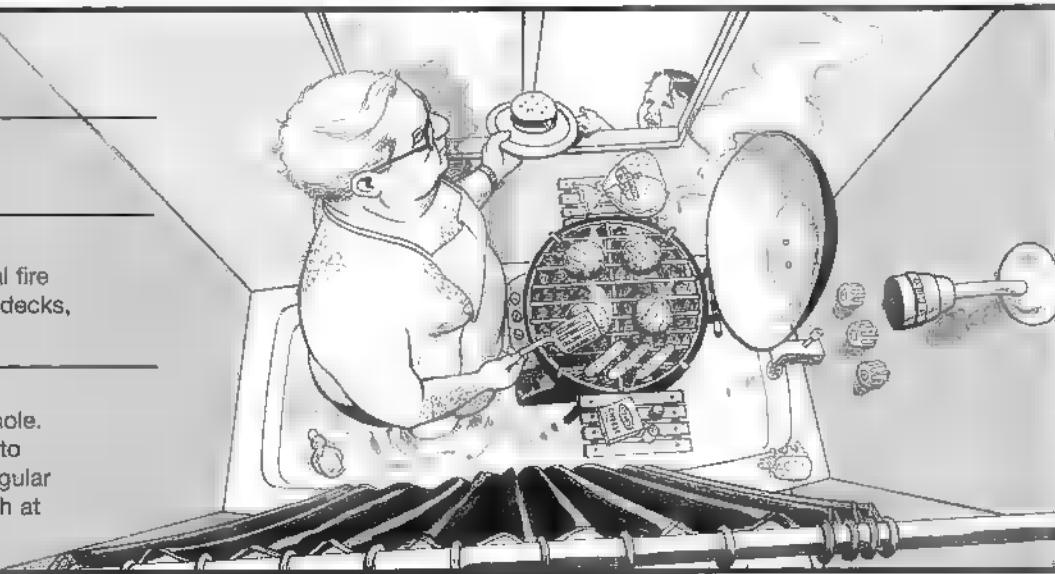
PRODUCT:
Gas Charcoal Grill

PROBLEM:

Vent hole in grill's bottom is potential fire hazard. May ignite wooden railings, decks, tables, chairs, beach umbrellas.

WHAT TO DO:

Contact Webore for kit to close up hole. Prior to repair, grill can still be used to prepare cold sandwiches, or as a regular grill if you barbecue in a bathtub with at least two feet of water in it.





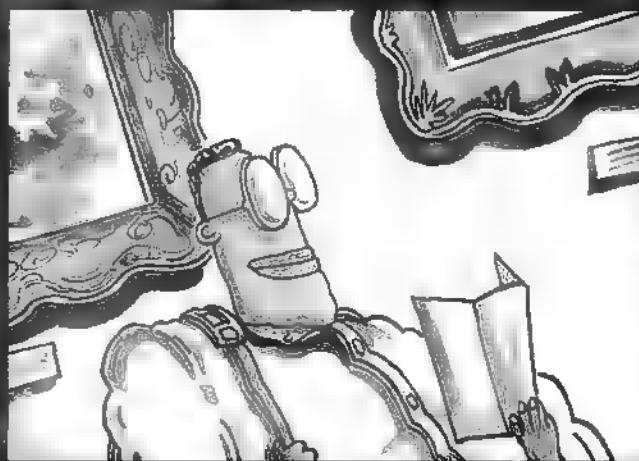
THE SCHMUCKS STOP HERE DEPT.

We often hear about "the ugly American" traveling overseas. But rarely do we hear of "the ugly, stupid, smelly pig mutant American"! And frankly, that's a good thing, as you'll unfortunately see when our two new heroes go abroad in...

Melvin & Jenkins' GUIDE TO WORLD TRAVEL

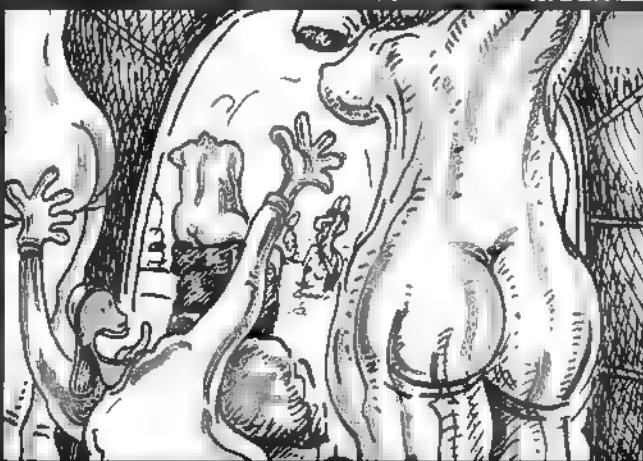
Jenkins

tours museums, realizing that mankind's appreciation of all things beautiful is truly eternal.



Melvin

thinks how cool it would be if all women were naked like sculptures and had no arms to stop you from groping.



Jenkins

sometimes has trouble budgeting his travel money because of the confusing differences in exchange rates.



Melvin

calculates that if he goes without food for just the next six days, he can afford five more local whores.



Jenkins

spends an afternoon in Paris visiting the gravesites of Oscar Wilde, Edith Piaf and Marcel Proust.



Melvin

spends three days futilely searching for the grave of Andre the Giant.



Jenkins

finds his juices stirred by the tales of Hemingway, and travels to Pamplona, Spain for the traditional July 7th running of the bulls.



Melvin

shows up 2 1/2 weeks late, and settles for terrorizing a three-legged donkey.



Jenkins

brings along a little "fun money" so he can gamble it on a few spins of the wheel at Monte Carlo.



Melvin

ends up selling a kidney in order to scrape together the fare home on a Chinese slave ship.



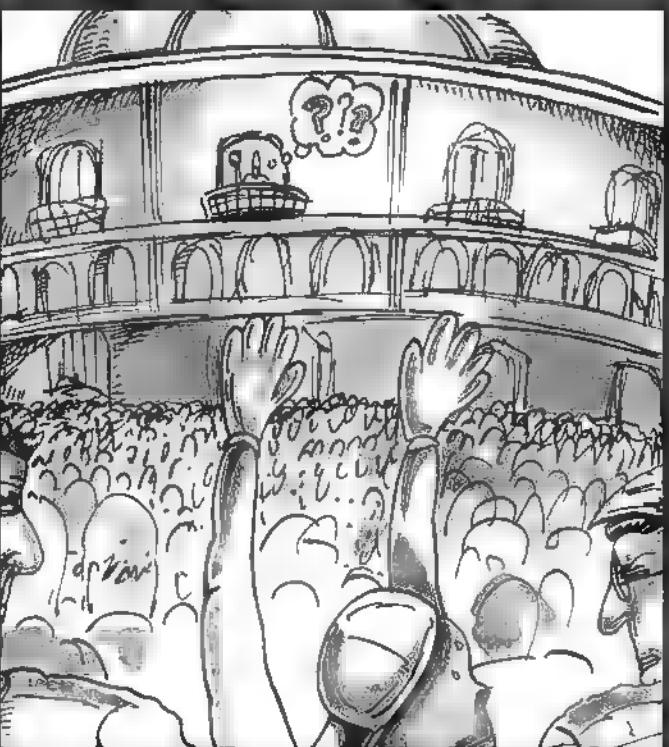
Jenkins

joins the thousands upon thousands of pilgrims who gather in St. Peter's Square to hear the words of the Holy Father.



Melvin

can't understand why none of these jerks will help him start a "wave."





WHEN THE SCHTICK HITS THE FAN DEPT.

THE MAD REPERTORY PLAYERS

This Issue's

SPORT

ALL JOCK
RADIO
ON THE AIR

And welcome back to Sportsdunk!
I'm Rusty Corroda, and we'll be
spending this portion of the show
speaking about Darryl Strawberry.
the man and his controversial
career! So, let's go right to the
phones! Hello, you're on Sportsdunk!



ARTIST: TOM BUNK

ALL SCHMUCK
RADIO
ON THE AIR

Hello,
Rusty?

Yeah...

Hiya, Rusty, this is Vinny
from the Bronx! Look, I
really hate to do this, but
I have to agree with that
other guy you were speaking
with before the commercial
break! Tennis players simply
do not wear helmets!

WRITERS: CHARLIE KADAU & JOE RAIOLA

ALL G@JMX
RADIO
ON THE AIR

Listen pal,
tennis players
wear helmets!

You're
wrong,
Rusty!

I wasn't talking about American
tennis, you have to remember that!
In Europe and Australia they ALL
wear helmets, large helmets!

Look, I've been
to Wimbledon!

Where?



WHERE? You've never heard
of Wimbledon? You don't
know ANYTHING about sports!
Wimbledon is only the largest
and most prestigious tennis —

Enough about tennis!
I want to talk about
Darryl Strawberry!
Hello, you're next
on Sportsdunk!



ALL YEC
RADIO
ON THE AIR

Yo, Rusty! I have to
disagree with what
you said at the top
of the show about
the Chicago Bulls!

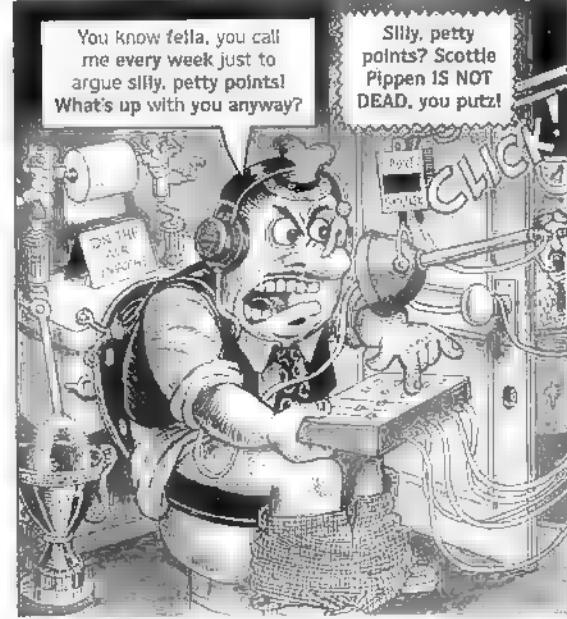
You can disagree all you
want! I think the Bulls
are a great team and they
can win it all again!

I agree with that —
but they're NOT a
soccer team! They play
in the NBA! They're
a basketball team!



You know fellas, you call
me every week just to
argue silly, petty points!
What's up with you anyway?

Silly, petty
points? Scottie
Pippen IS NOT
DEAD, you putz!



PRESENT MAD-STERPIECE THEATER

Production:

SDUNK

I'm told we finally have a caller who wants to talk about Darryl Strawberry! What's your question?

Hello. am I on yet?

You're on! What's your question?

Hiya Rusty, I have a question about Darryl Strawberry, but first I want to ask you what you think about the Stanley Cup!

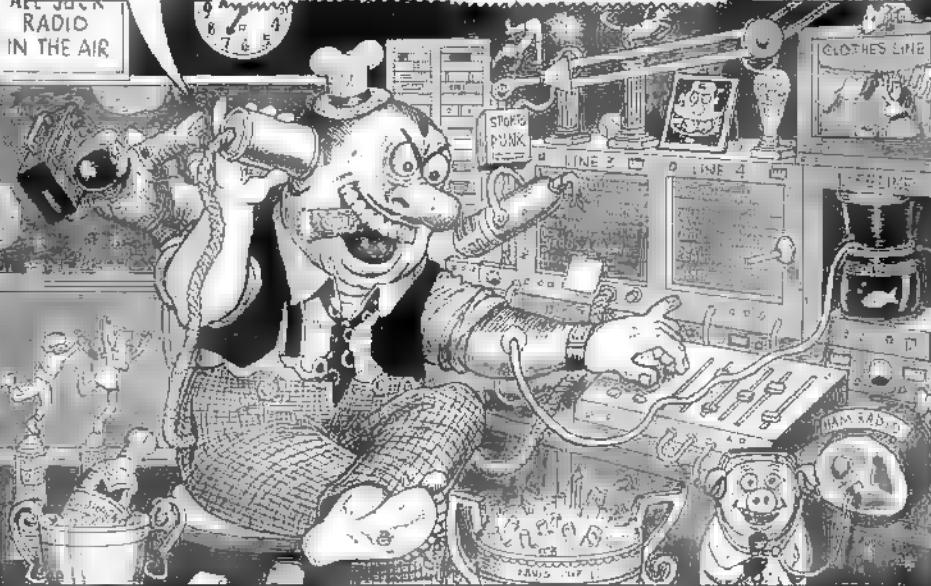
Great race! I tell ya, that and the Boston Marathon are the best two horse races I've seen all year!

RACES?
HA HA HA
HOI

Tell me, what's so funny?

My friend was right, man!
YOU'RE A JERK!

ALL-JOCK
RADIO
IN THE AIR



ALL-JOCK RADIO
ON THE AIR
PLEASE BE QUIET!

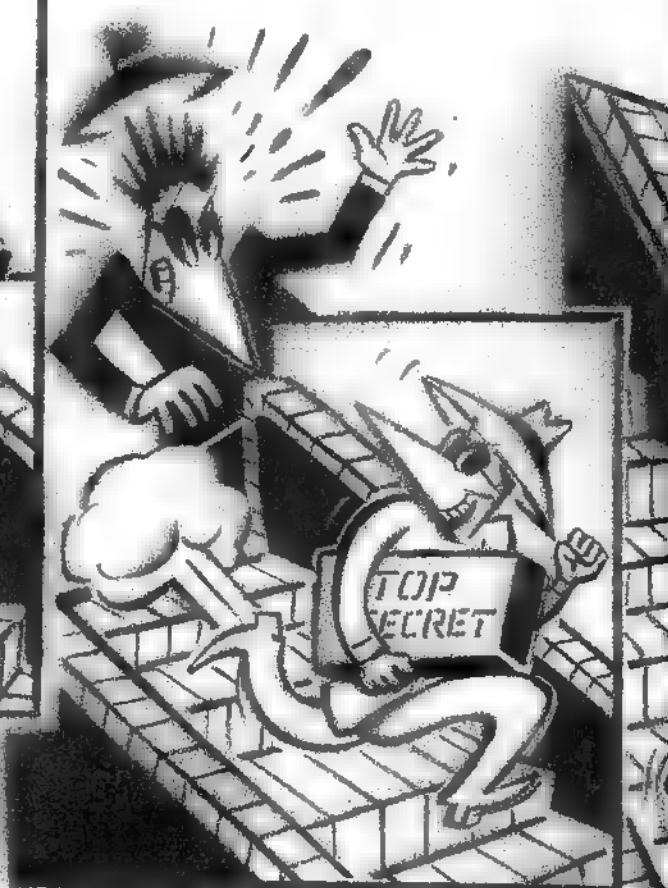
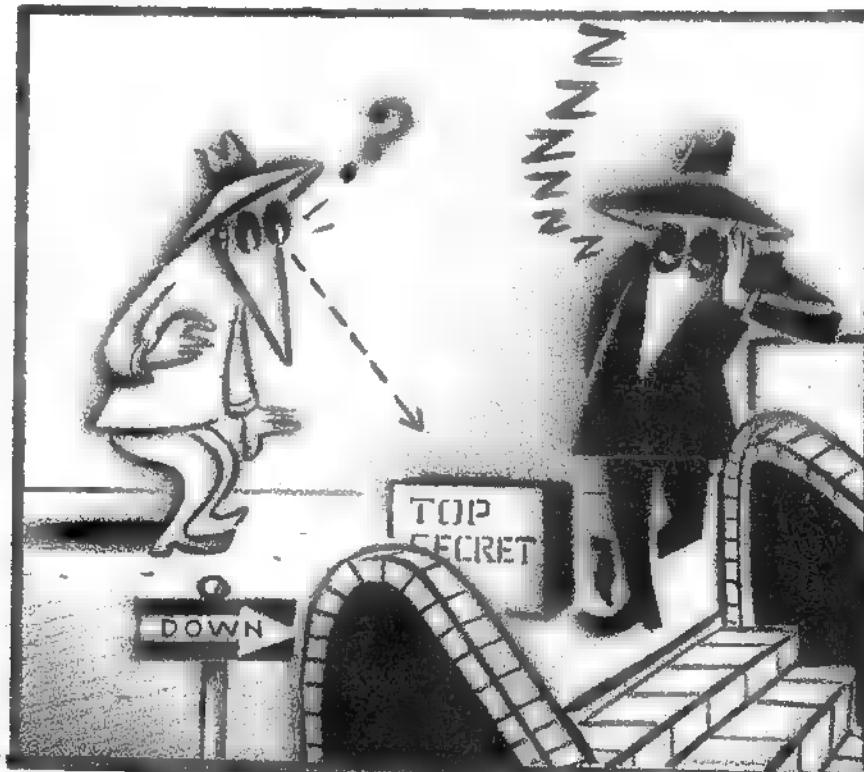
I think YOU'RE A JERK
and I'm gonna cut
you off RIGHT NOW!

YOU'RE A JERK,
RUSTY. YOU'RE A
JERK, YOU'RE A —

We're out of time for today! Before I go I just want to say I think Darryl Strawberry is a great Basketball Commissioner, the best we've had in a long time! You've been listening to Sportsdunk with me, Rusty Corroda, the area's leading authority on sports! Join me tomorrow when my guest will be baseball's first black manager, Joe Montana! So long, folks!



JOKE AND DAGGER DEPT.







THE GRADES OF WRATH DEPT.

Next time you hear some old geezer talk about how tough it was for them in school, ask 'em how often they had to submit to a humiliating full body cavity search just to get into their homeroom! Ask 'em if they needed to wear a flak jacket just to feel safe during an assembly! Ask 'em if they had to be on the constant lookout for snipers, crackheads and pedophiles!

Sure, going to school has always sucked, but now it

sucks even
more! We're sure
you'll agree
once you take
a look at...

A MAD MODERN REPORT CARD



NAME: Timmy Stipplefork
GRADE: 7

ADDRESS: 1043 112 Street
CITY: Brooklyn, NY

ZIP: 11298

BLOOD TYPE: A+

SCARS: See Attached List

OTHER PHYSICAL CHARACTERISTICS:
Nervous Tics; Profusely Sweaty Palms; Permanent Sneer; Involuntary Muscle Spasms Whenever A Car Backfires; Acne, Acne, Acne

SUBJECTS

BULLET DODGING: B-

Has been wounded only once, down from three in the last marking period. Flees well, but needs to put more effort into ducking.

CONDOM COMPREHENSION: C+

Pupil has shown marked improvement in placing prophylactics on bananas, however still believes eating "unprotected fruit" can cause pregnancy. Becomes traumatized whenever banana breaks in half.

Poison Tolerance: B

Successfully survived in highly toxic environment during our asbestos cleanup, and his uplifting essay, "Why I Don't Need My Lungs" was an inspiration to all. Still, his continual wheezing during class remains an unwelcome disruption.

READING, 'RITNG and 'RITHMETIC: NO GRADE

Due to federal and state budget cuts, these courses have been dropped from our curriculum. We are still encouraging the pupil to learn to write his own name, which will make him eligible for our Honors Program.

ARTIST: JAMES WARHOLA
WRITER: BARRY LIEBMANN



PERVERT EVASION: A

Has mastered the art of evading the grabby, grubby hands of the gym teachers, guidance counselors and other school personnel we failed to screen properly.

ALTERNATIVE LIFESTYLE APPRECIATION: D+

Pupil still insists on drawing families with one mother and one father, instead of the normal two mothers, two fathers and five social workers. As promised, he has refrained from giggling at Mr. Fabian's relationship with the Dean of Boys, though continues not to take our "Transsexuals Through History" syllabus seriously enough.

COMMUNICATIONS: A+

Always poised and articulate in front of TV news cameras after school riots and homicides. Received extra credit for not saying anything about our snoozing security guards.

I have read the above and confess that I am just as helpless and inept at being a good role model for my son/daughter as anyone at the school he/she attends.

PARENT'S SIGNATURE

DATE

SURVIVAL TECHNIQUES: B-

Has managed to avoid school bathrooms where drug dealers hang out. Unfortunately, his almost daily "accidents" have caused the rest of the student population to avoid him.

CITIZENSHIP: C

Has committed no major felonies, but his refusal to participate in "Crack Vial Clean-Up Day" shows a lack of proper community spirit.

COMMENTS:

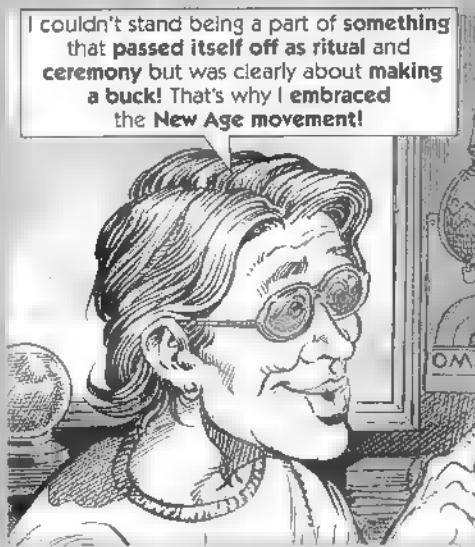
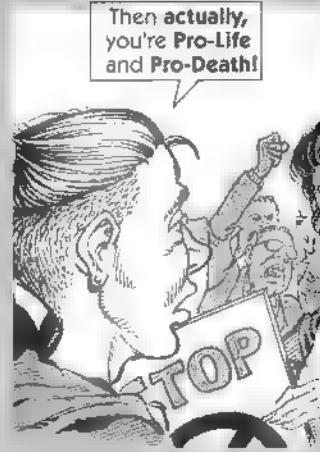
Timmy is a classic underachiever. He has great potential but he frequently wastes time, makes excuses for not completing his assignment, and disrupts those around him. He is an insensitive, intolerant and quick-tempered young man. In other words, he has all the makings of a future School Board Member!





FAITH, HOPE AND PARODY DEPT.

THE MAD WORLD

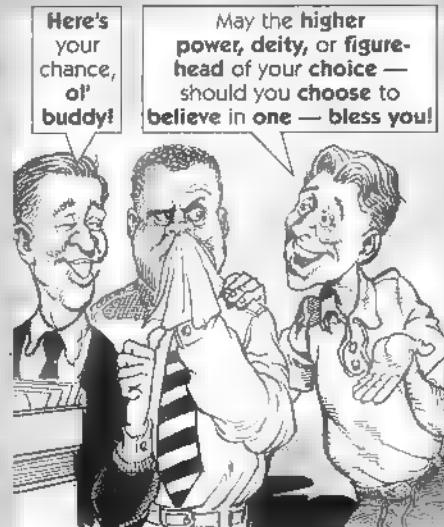
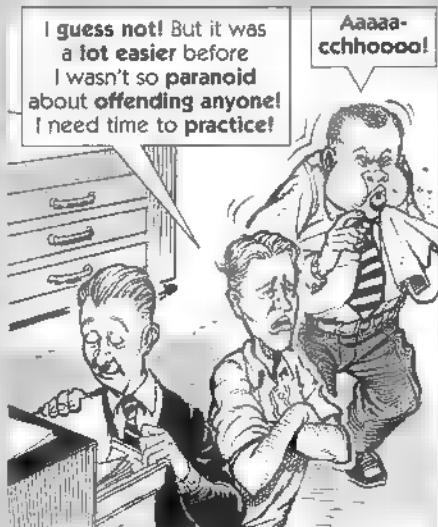


OF... *Steigton*

ARTIST: B.K. TAYLOR

WRITERS: FRANK SANTOPADRE & RICK RODGERS







THE BABBLE OF THE SEXES DEPT.

It's no secret that men and women speak different languages. Why is it, then, that publishers of English dictionaries insist on putting out only one "unisex" edition, instead of something useful like...

MAD's Male/Female Dictionary of the English Language

wants & needs

(wontz and nēdz) n.

The delicate balance of emotional, physical and psychological longings one seeks to have fulfilled in a relationship.



MALE



ARTISTS:
RICK GEARY AND
MARIAN HENLEY

WRITER:
MIKE SNIDER

wants & needs

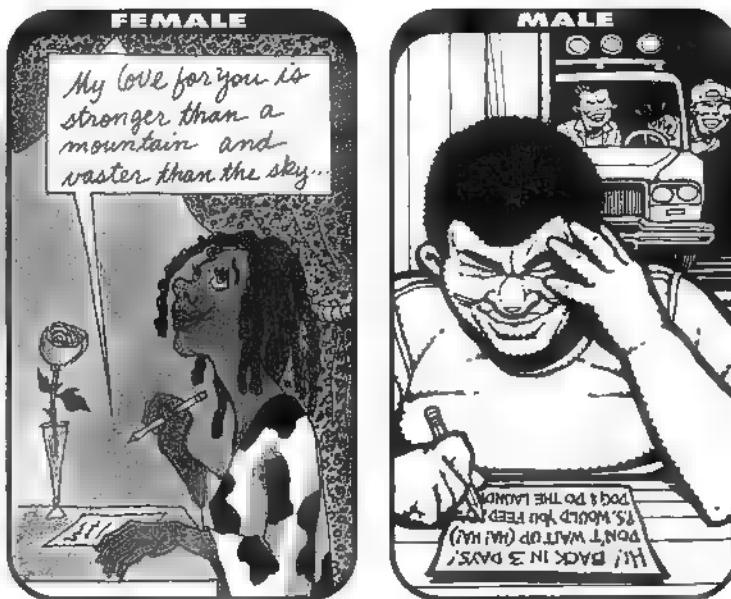
(wontz and nēdz) n.

Food, sex
and beer.

communication

(kō-myoo-ni-kay-shōn) *n.*

The open sharing of thoughts and feelings with one's partner.



communication

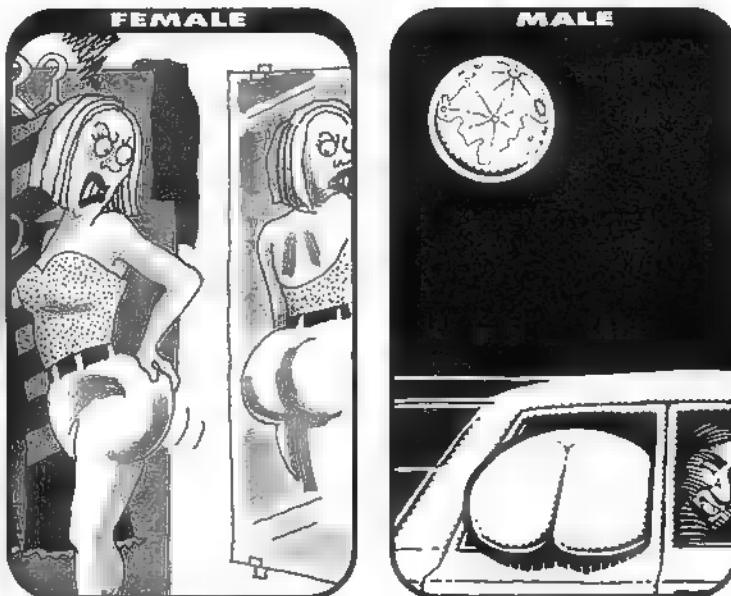
(kō-myoo-ni-kay-shōn) *n.*

Scratching out a note before suddenly taking off for a weekend with the guys.

butt

(but) *n.*

The body part that every item of clothing ever manufactured makes "look bigger."



butt

(but) *n.*

The organ of mooning (and farting).

commitment

(kō-mit-mēnt) *n.*

A desire to get married and raise a family.



commitment

(kō-mit-mēnt) *n.*

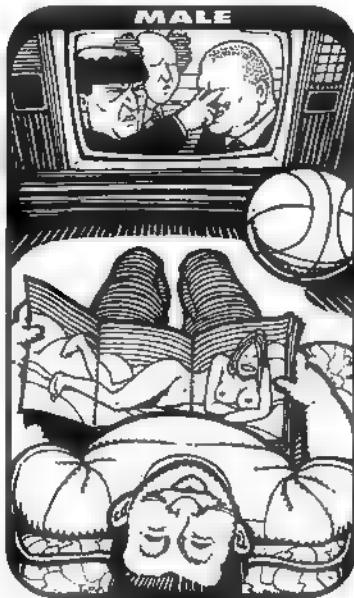
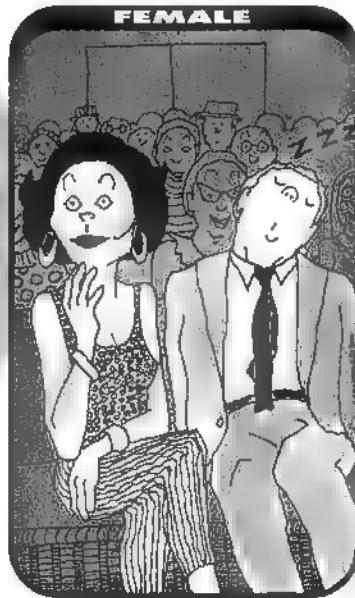
Not trying to pick up other women while out with one's girlfriend.



entertainment

(en-tĕr-tayn-mĕnt) *n.*

A good movie,
concert,
play or book.



flatulence

(flach-ŭ-lĕns) *n.*

An embarrassing
byproduct of
digestion.



glass ceiling

(glas see-ling) *n.*

The invisible
barrier that stops
women from rising
to the upper levels
in business.



entertainment

(en-tĕr-tayn-mĕnt) *n.*

Anything with one
ball, two folds, or
three stooges.

flatulence

(flach-ŭ-lĕns) *n.*

An endless source
of entertainment,
self-expression
and male bonding.

glass ceiling

(glas see-ling) *n.*

What would
really be great
at work since
that hot babe
took over the
office one
flight up.

lesbian

(lez-bi-ān) *n.*

A woman who makes love to other women.



making love

(may-king luv) *v.*

The greatest expression of intimacy a couple can achieve.



remote control

(ri-moht kön-trohl) *n.*

A device for changing from one TV channel to another.



lesbian

(lez-bi-ān) *n.*

A woman who has sex with other women so men can watch and get really turned on.

making love

(may-king luv) *v.*

What men have to call "boinking" to get women to boink.

remote control

(ri-moht kön-trohl) *n.*

A device for scanning through all 75 channels every 2 1/2 minutes.

taste

(tayst) *v.*

Something you must do frequently to whatever you're cooking, to make sure it's good.



taste

(tayst) *v.*

Something you must do to anything you think has gone bad, prior to tossing it out.

thingie

(thing-ee) *n.*

Any part under a car's hood.



thingie

(thing-ee) *n.*

The strap-fastener on a woman's bra.

vulnerable

(vul-ně-ră-bĕl) *adj.*

Fully opening up one's self emotionally to another.



vulnerable

(vul-ně-ră-bĕl) *adj.*

Playing ball without a cup.





ABRIDGED TOO FAR DEPT.

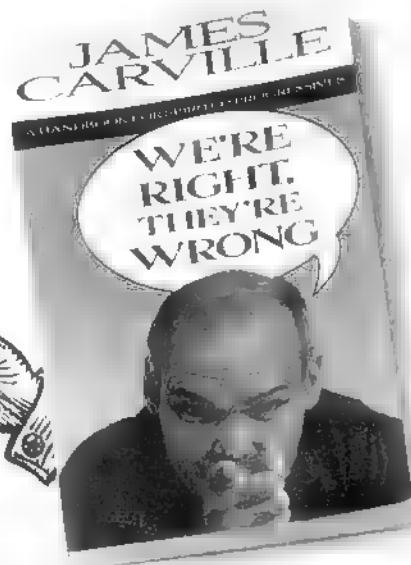
One of the sad facts of life in today's frenetically-paced modern world is that no one has the time to read anymore. Except, of course, for those of you reading this intro. Obviously you do have time to read. And undoubtedly there are millions of others just like you for whom reading is a way of life. Hoo boy! Seems that remark about no one having time to read anymore was off base, wasn't it? Funny, it seemed so astute when we first wrote it, but when you stop to think about it for a second, it's just wrong. Still, for those scant few of you out there who really are too busy to read, we've edited down several of today's best-selling tomes to their very essence, without deleting any of the substance! Here's MAD's...

MAD'S CUT-DOWN VERSION

Republicans think they're right, but they're not; we Democrats are. Everything that's right with this country today can be attributed to the Democratic Party. Everything that's wrong in this country is the fault of the Republican Party.

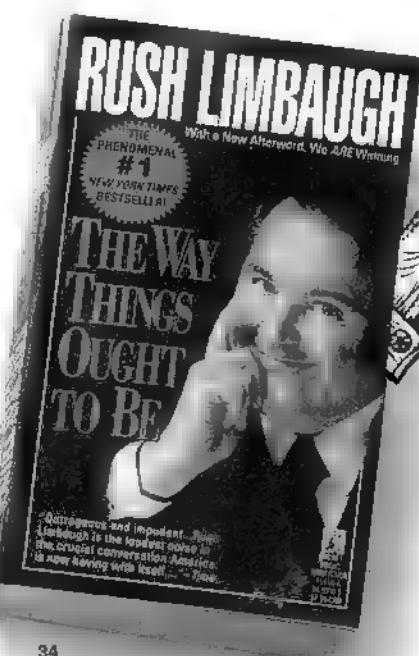
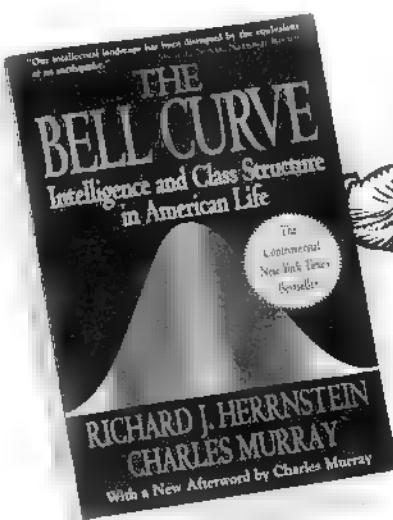
Government programs are what has kept this country going strong, but those evil, diabolical Republicans have repeatedly tried to eliminate them.

Furthermore, all Republicans have consistently done something that no Democrat would ever do: make unfair, broad generalizations.



MAD'S CUT-DOWN VERSION

According to our highly scientific research, white people are smarter than black people. By the way, we're not racists.



MAD'S CUT-DOWN VERSION

All liberals are idiots.

Welfare and other government handouts cause the poor to stay poor. In America, anyone who is willing to work hard can achieve success with no help from the government.

All liberals are idiots.

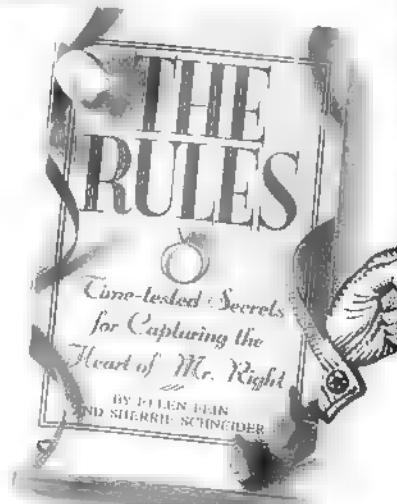
Any regulation of business smacks of socialism. Asking the rich to pay higher taxes than the poor smacks of Marxism.

All liberals are idiots.

Ronald Reagan is a great American hero. Environmentalists are a bunch of wackos; the environment is in great shape and man is incapable of harming it.

All liberals are idiots.

All government programs other than the military are a useless waste of money. The press is run by liberals.



BEST-SELLERS CUT DOWN TO SIZE

MAD'S CUT-DOWN VERSION

To land a good man, you must act like an aloof, cold-hearted, uncaring bitch. When the man of your dreams calls, don't call him back. Even after a few dates, treat the man you love like he's at the bottom of your priority list. The worse you treat him, the better he'll treat you.

If this doesn't work right away, keep trying. If it still doesn't work, keep trying anyway. No matter what happens, you must never deviate from *The Rules*, or even read a book that contradicts this one.

MAD'S CUT-DOWN VERSION

Sex, sex, sex, sex, sex. I'm the king of all media, and women everywhere want me. Even though I have a small penis. Sex, sex, sex, sex, sex. Larry King sucks. Sex, sex, sex, sex, sex. Zsa Zsa Gabor sucks. Sex, sex, sex, sex, sex. The FCC sucks. Sex, sex, sex, sex, sex. Lesbians. Sex, sex, sex, sex, sex, sex. Breasts. Sex, sex, sex, sex, sex, sex. Farts. Sex, sex, sex, sex, sex.



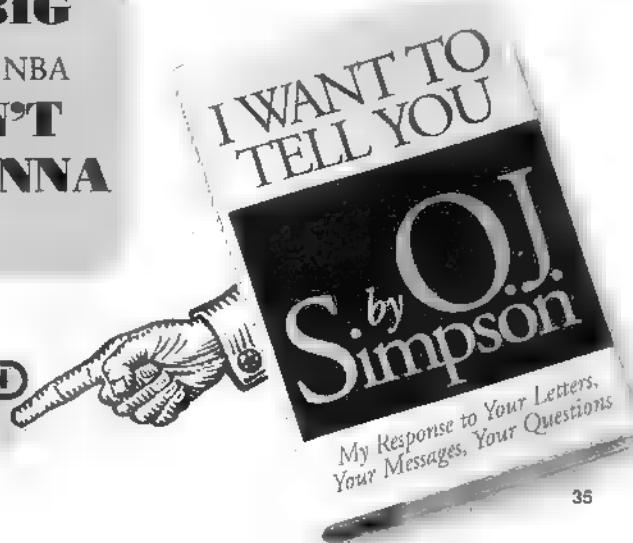
MAD'S CUT-DOWN VERSION

If you don't have much to say **put it in BIG TYPE.** It really **FILLS SPACE.** The NBA is **out to GET ME** because they **DON'T LIKE ME.** I slept with **MADONNA** and **she wasn't that GOOD.**



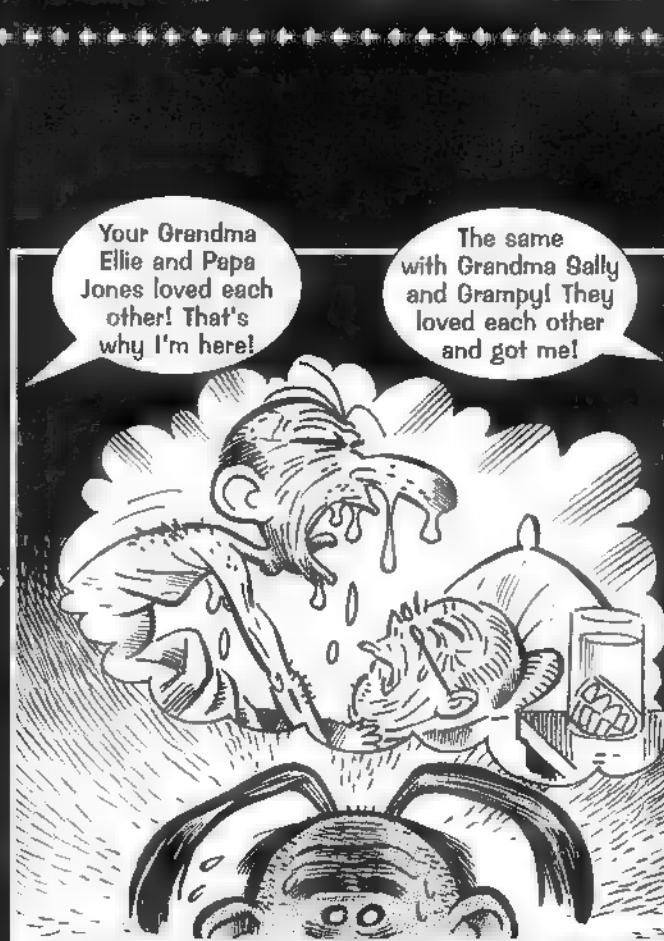
MAD'S CUT-DOWN VERSION

I didn't do it.



MONROE & M

Birds do Bees do And, as our hero finds out in his latest adventure, so do others!



OTHER NATURE

ARTIST: BILL WRAY

WRITER: ANTHONY BARRIER

Monroe, honey? Are you out here? Dinner's ready! Monroe?

Monroe,
we want to
talk to you
about what
you saw
earlier!

I didn't see
anything!

In fact,
that happened
for everyone
who ever
lived!

So just think
about that!

Can I go lay down now?

Go right
ahead, honey!



Monroe? Monroe?

TWEET
*
TWEET
*
*



卷之三

as you know, we have been experiencing certain problems lately. And by "we," of course, I mean "you."

Recently, America OnHold changed its billing system. Everyone has automatically switched from the old pay-as-you-go \$19.95-plus rate to a unlimited, all-you-can-eat \$19.95 rate. But when we doubled the price for AOH, we never thought any of you would go ahead and double your usage!

Words Are Just Words

You all know that you should distrust anything you read on-line. "38DD Nymphomaniacs" always turn out to be giggling teenage boys, and "financial experts" always advise you to buy up stock for their own worthless companies. So why did so many of you automatically misinterpret that "unlimited service" was "service that you can use much as you

Congressmen or writing Sleaze Case's monthly messages to get to it this second. The important thing is that you keep paying that \$19.95, and nobody gets hurt. Rest assured that we are redoubling our efforts to correct these problems. And since our efforts before this have been zero, well, you do the math.

AOH is a great way to meet new friends. Maybe too great. That's why you can never get on. We suggest that if you want to meet people, the best time to do it is when nobody else is on. Obviously signing on at these unusual hours, you won't be able to participate in chat rooms devoted to "Star Trek," the Grateful Dead, travel, health, "The X-Files," etc. But don't overlook the opportunity to discover fabulous, underused sites in the middle of the night. These include:

The X-plots, etc. But don't overlook the opportunity to discover fabulous, underused sites in health.

The AOL logo is a black and white graphic. It features a large, stylized 'A' and 'O' that are interconnected. To the right of the monogram, the word 'AMERICA' is written in a bold, all-caps, sans-serif font. Below 'AMERICA', the word 'Online' is written in a larger, cursive script font. A thin horizontal line extends from the end of the 'A' in 'AMERICA' to the end of the 'L' in 'Online'.

like?" It actually means "service you can't even use the same ■ when it used to cost half the price." (If you still don't understand how words can mean the exact opposite of what they sound like, go to Keyword: INSIDER for a top-secret explanation that's only available to you!) America Onhold is like a huge community. Each of you is a valued Community Member: I am like the "mayor" of the community. Think of the busy signals you've been hearing ■ "backed-up sewer pipes." Think of your bills as a sort of "Local sales tax" that helps pay for "road maintenance" and "City Hall upkeep." Of course, when your mayor is a grinning, ineffectual scumbucket, you can always vote his pasty white ass out of office. That goes to show that you can only take a metaphor so far.

Oh, by the way: easy, accessible, fun, useful, and affordable. If I don't throw those five words in every other paragraph, Sleaze Case will kill me. Um, I mean, I'M Sleaze Case. He really writes this. And he is me.

Everyone's A Critic

It is hurtful to me to see comedians such as Jay Leno making jokes about our incompetent service, our criminal business practices, or our inept responses. That is why I am truly excited to announce that AOH is taking immediate and dramatic action—by suing Jay Leno. Just something to think about the next time you feel like complaining.

Some members have suggested that perhaps it was a mistake for us to mail out 15 diskettes for every man, woman and child on the planet Earth when we can't even keep the phone lines clear in Skeeter Pike, Minnesota. Others have pointed out that the millions of dollars we spent on TV advertising for new sucker—eg. Community Members—might have been better redirected towards making sure that AOH would actually work once they all crammed inside. Since we believe many of these members are the very same people who enter every room and type "PRESS 1 IF MARTIN MANSIN RULES!!!!!!" followed by a dozen '1's, we decided to ignore such childish criticism.

And don't forget: easy, accessible, fun, useful, affordable.

Upgrading AOH for the 21st century is ■ tricky business. Do you crybabies have any idea how long it takes just to unpack 300,000 modems? Almost half of our staff is currently in a courtroom, and the other half is doing the TV circuit to say how much we care. And the few leftover AOH employees are already too busy counting money or paying off

- Pederasts' Pickup Parlor (Keyword: RAINCOAT)
- Peeping Toms' Forum (Keyword: PEEKABOO)

Easy, accessible, fun, useful and affordable. Okay, back to the sites.

- For Widget Astronomers Only (Keyword: LITTLE DIPPER)

- Crooning Truckers ■ Thorazine (Keyword: 115 MPH)

In alphabetical order for a change: accessible, affordable, easy, fun, useful.

A Refund ■ As Easy As 1-2-K!

I am offering refunds to customers who want them. If you used AOH for at least one hour, but no more than 88 minutes, you may be entitled to a 17.4% refund, depending on the mood of the operator that day. If you used between 103 and 112 minutes, ■ rounded up by our computers (remember the last round of lawsuits?), and counting the time spent waiting for those little cartoons to pop up when you first sign on (35,000,000 minutes in pure profit last year alone), a special secret quadratic equation will be used to determine your refund or possible penalty fee. If you signed on during "prime time" (between 3:15 AM and 2:45 AM the next day) any time in the last five months, you will receive a one-sixth credit for all flash session time divided by the cost of the licensing rights for that stupid "jetsons" music in our ads. Naturally, the cost of your bothering our representative will be deducted from your refund, as will the postage, processing costs, and the price of my paprika-crusted salmon appetizer from last night.

The five words (this time in Yiddish) are: grink, tzugenglich,

eingenomen, nootzbahr and billig.

We should have these service problems cleared up by the summer, or the next class-action suit, whichever comes last. For the time being, keep your fingers crossed! Doing this will make it impossible to type, so you won't need to use AOH at all. Remember, the less you use America Onhold, the bigger bargain it is!* If you are still finding it totally impossible to sign on, you can leave your complaints at Keyword: COMPLAINT. Just sign on and complain.

Warm regards,
Sleaze Case

* For us

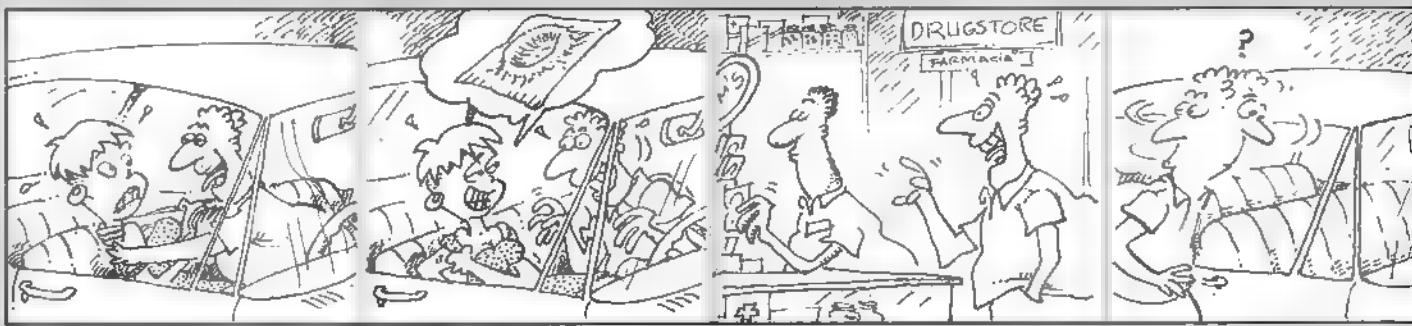
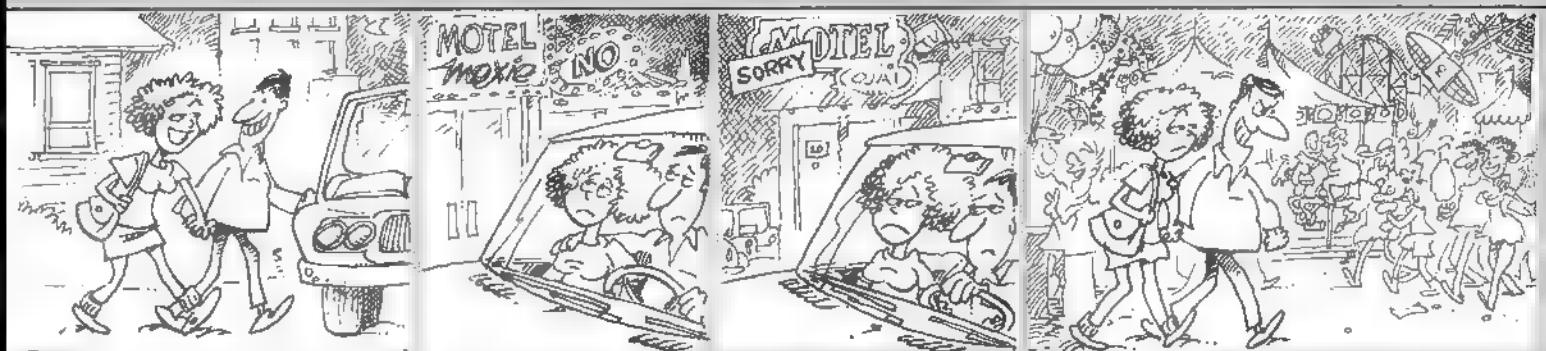




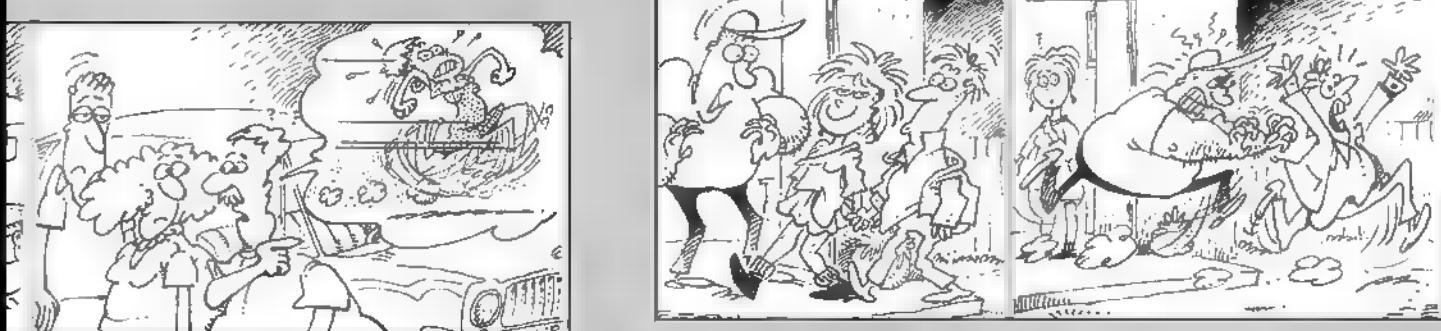
SERGE-IN GENERAL DEPT.

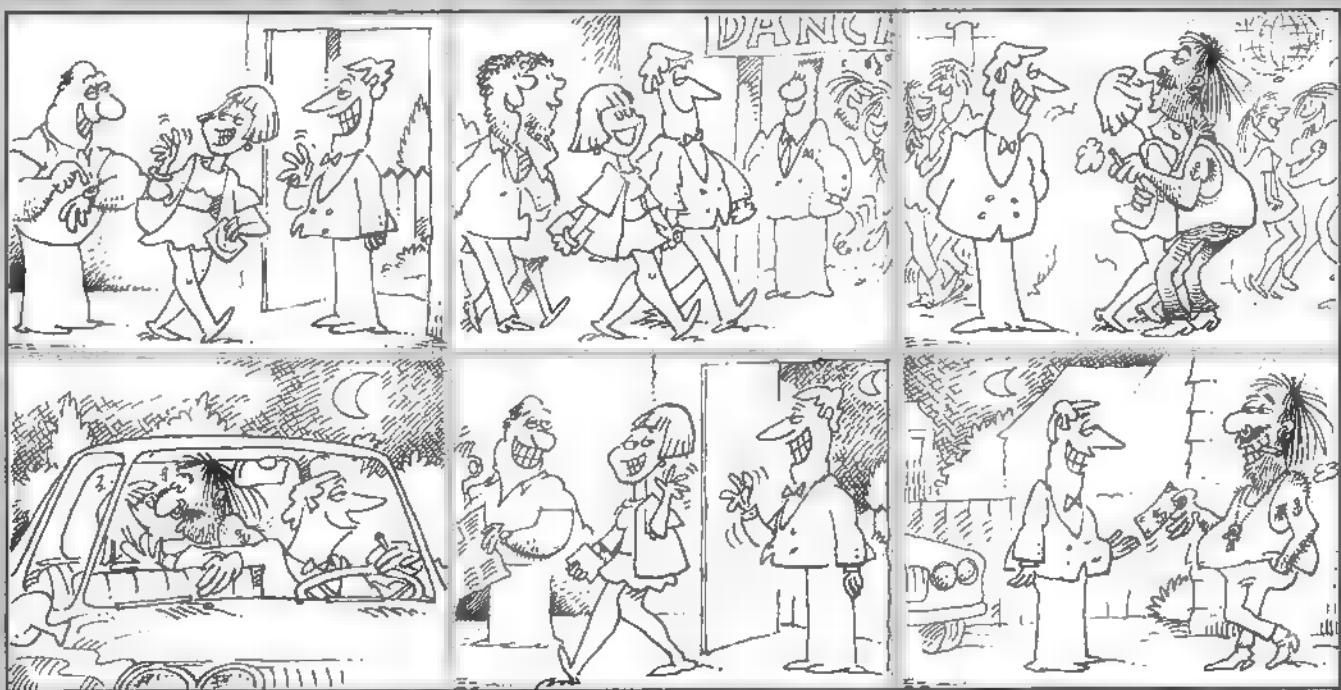
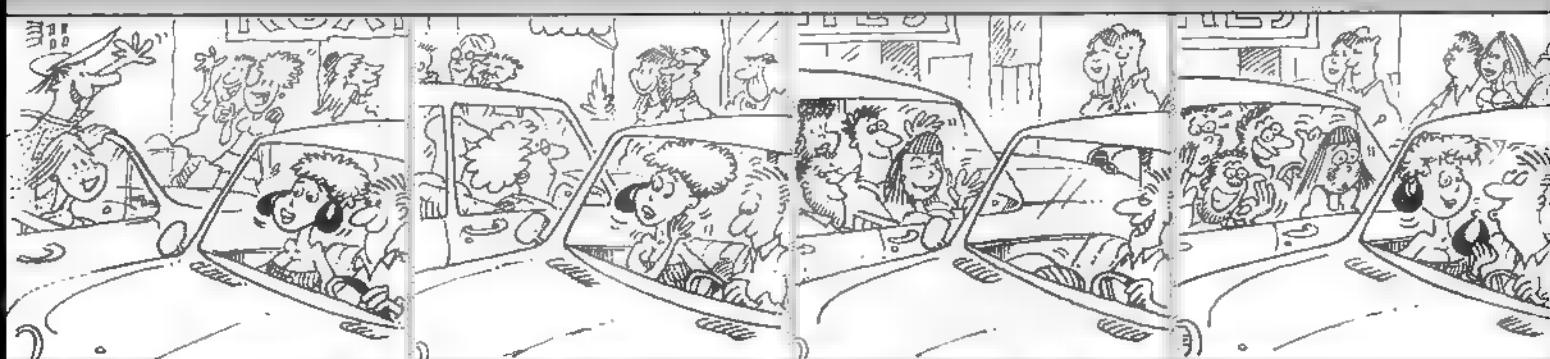
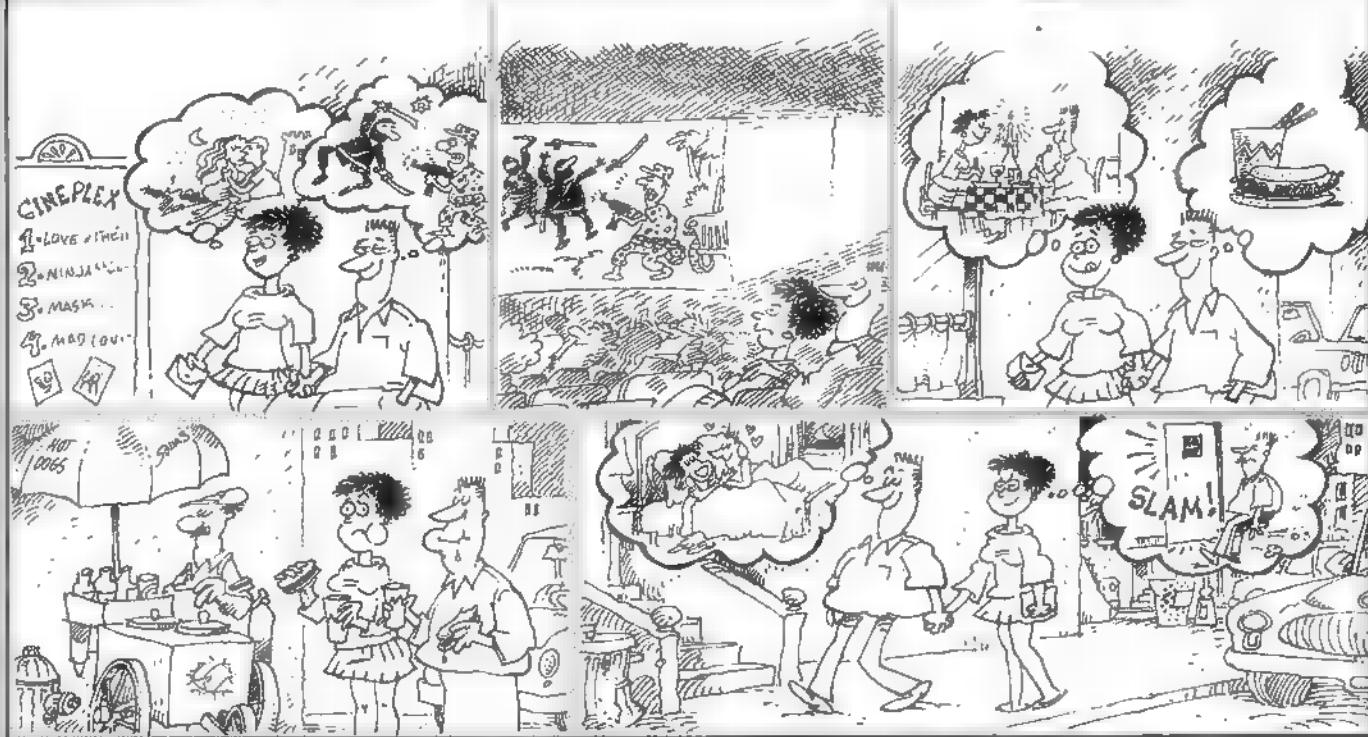
A MAD LOOK AT

ARTIST AND WRITER: SERGIO ARAGONES



GOING OUT







A POKE IN THE EISNER DEPT.

When Walt Disney died, legend has it scientists preserved him by freezing his body. We thought it was high time to defrost him. Unfortunately, we set the microwave a tad too high, and he caught fire! But after Krazy Gluing his nose back on, we think you'll agree he looks as good as the day he died. What doesn't, unfortunately, is his movie empire! Come along as...

(e)WALT Disney Visits His Studio Today

It's good to get out of that fridgel I was beginning to feel like a bag of Bird's-Eye frozen peas!

Welcome back, Walt! I'm Michael Eisner!

Oh? And what do you do?

I'm the chief executive officer of Disney! I'm in charge!

Are any of my family members still involved with the studio?

Sure! Right now your nephew, Roy Disney, is getting his picture taken for the next stock proxy statement!

Really? What does Roy do for the company?

Er... well this is just about it!



ARTIST: BILL WRAY

WRITER: CHRIS HART

People look different from when I was here!

You mean the religious diversity in the workplace?

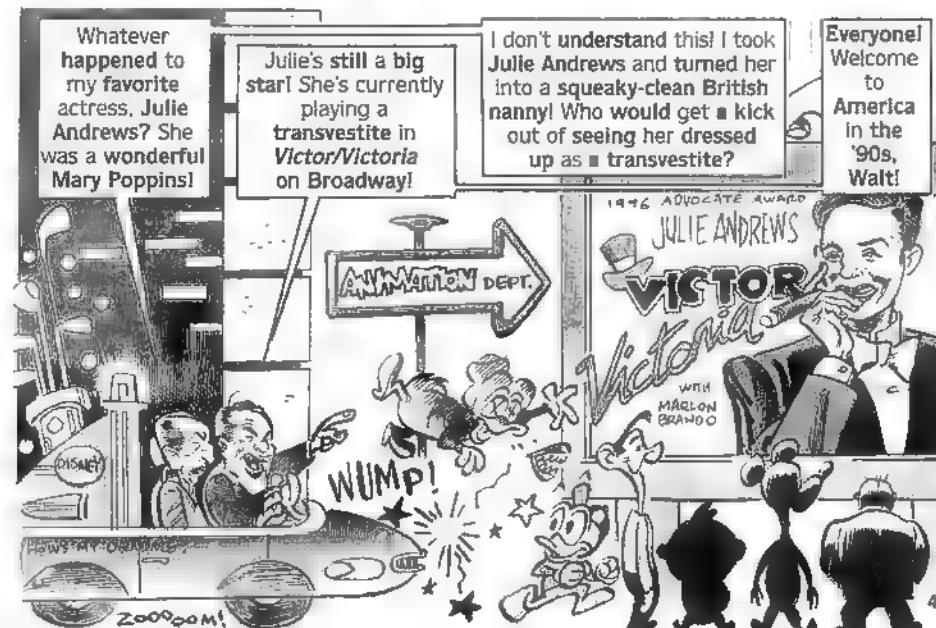
No, I mean the ears are missing on their Mickey Mouse hats!

Whatever happened to my favorite actress, Julie Andrews? She was a wonderful Mary Poppins!

Julie's still a big star! She's currently playing a transvestite in *Victor/Victoria* on Broadway!

I don't understand this! I took Julie Andrews and turned her into a squeaky-clean British nanny! Who would get a kick out of seeing her dressed up as a transvestite?

Everyone! Welcome to America in the '90s, Walt!



We hired super agent Mike Ovitz to run the company! He was famous for having negotiated huge paydays for some of Hollywood's biggest stars!

Wasn't that a conflict of interest? Ovitz would want to pay his actor buddies huge amounts of the studio's money!

Theoretically he could have, but we counted on his integrity as a former talent agent!

When I ran the studio, women were relegated to the low-paying ink and paint department!

Making coffee?

Why don't you just whisper your questions to me?



Our new animation department harkens back to a golden era!

Ah, the golden age of animation in the 1940's!

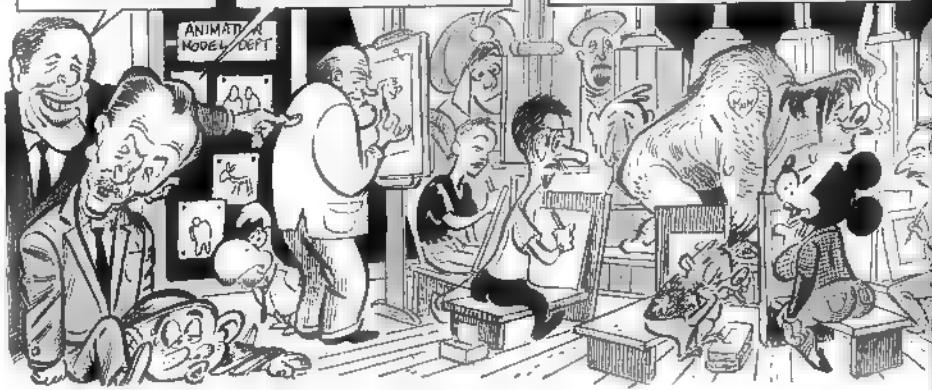
No, I mean the age of garment sweatshops of the early 1900's!



I'm concerned about the questions that were raised by our last animated feature, *The Hunchback of Notre Dame*!

You mean questions like, "Mommy, what's a hunchback?" And, "Daddy, is that man in constant pain?" And "Grandpa, can that man ever stand up normally?"

No, I mean questions from stockholders like, "Why should we pay Eisner millions to green light movies that repulsed parents and kids?" I'm still trying to figure out why we thought we could merchandise a toy hump!



I wouldn't worry too much about it! People enjoy a feel-good musical that deals with physical deformities!

Really?

You never saw *Snow White and the Seven Dwarfs*?

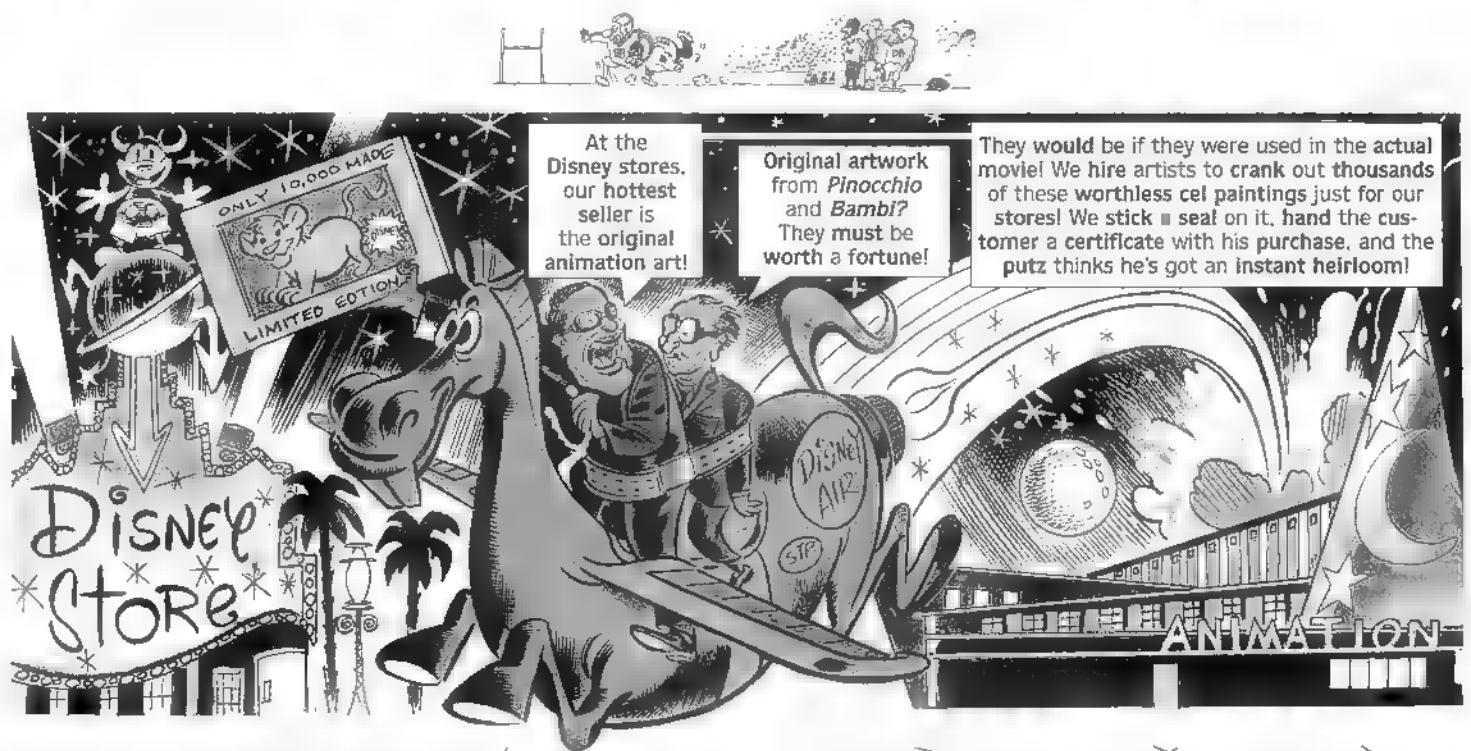


Our only real competition in the animation arena is from director Don Bluth! But none of his pictures have any of the old Disney charm!

Then what are you so worried about?

Because none of OUR pictures have the old Disney charm, either!





Whatever happened to Epcot, the Environmental Prototype Community of Tomorrow? It was my dream to build a totally self-contained city!

We scrapped it! Instead, we erected educational pavilions and rides!

That sounds just incredibly dull!

That's the whole ideal! It forces parents to keep buying souvenirs for their kids so they won't go into full-scale meltdown!

Instead of futuristic cities, we're building residential communities in Florida! The main attraction will be the schools! We'll make them drug-free and weapon-free, where blacks and whites study together without forming gangs!

I have a name for a place like that!

Great! What is it? Fantasy Land!

How do you come up with the ideas for your animated movies?

First, we design a winning plush toy! If that works, we proceed to the next stage!

The actual making of the movie?

No, the making of the CD-ROM spin-off!

Then you make the movie?

No, the line of snack foods and cereals!

But when do you make the actual movie?

Actually, we're trying to figure out how to eliminate that stage — it's so expensive and really risky!

I WANT MEAT MOMMIE!

TALKING MICKEY MASCOT
WITH WRITHING ACTION

PLAY Disney's MAGGOT ADVENTURE

READ THE POP-UP BOOK FROM MAGGOT TO FLY! BY DISNEY

SUGAR STUFFED MAGGOTS BY DISNEY

NEW MICKEY MAGGOT FUN AGES

DISNEY'S HIDE THE MEAT GAME

MICKEY MAGGOT EAT UP FOR 3 AND UP

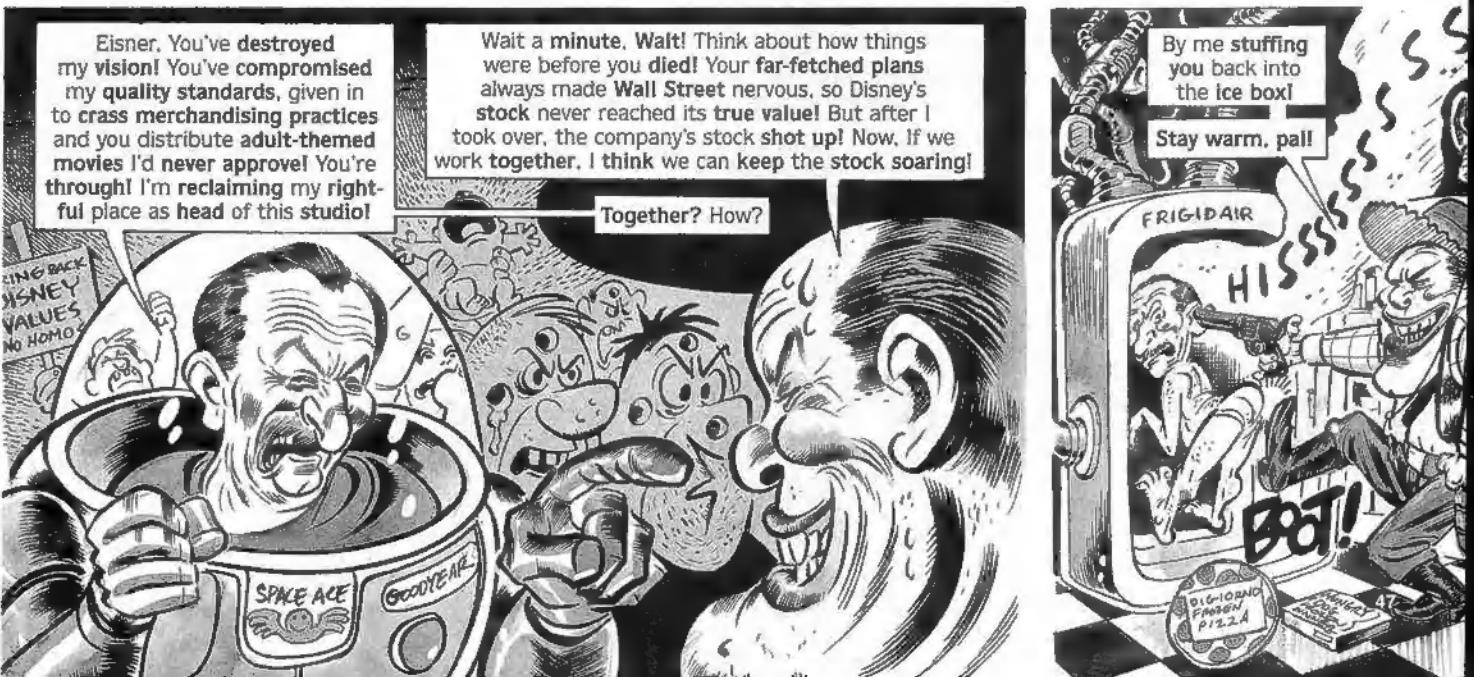
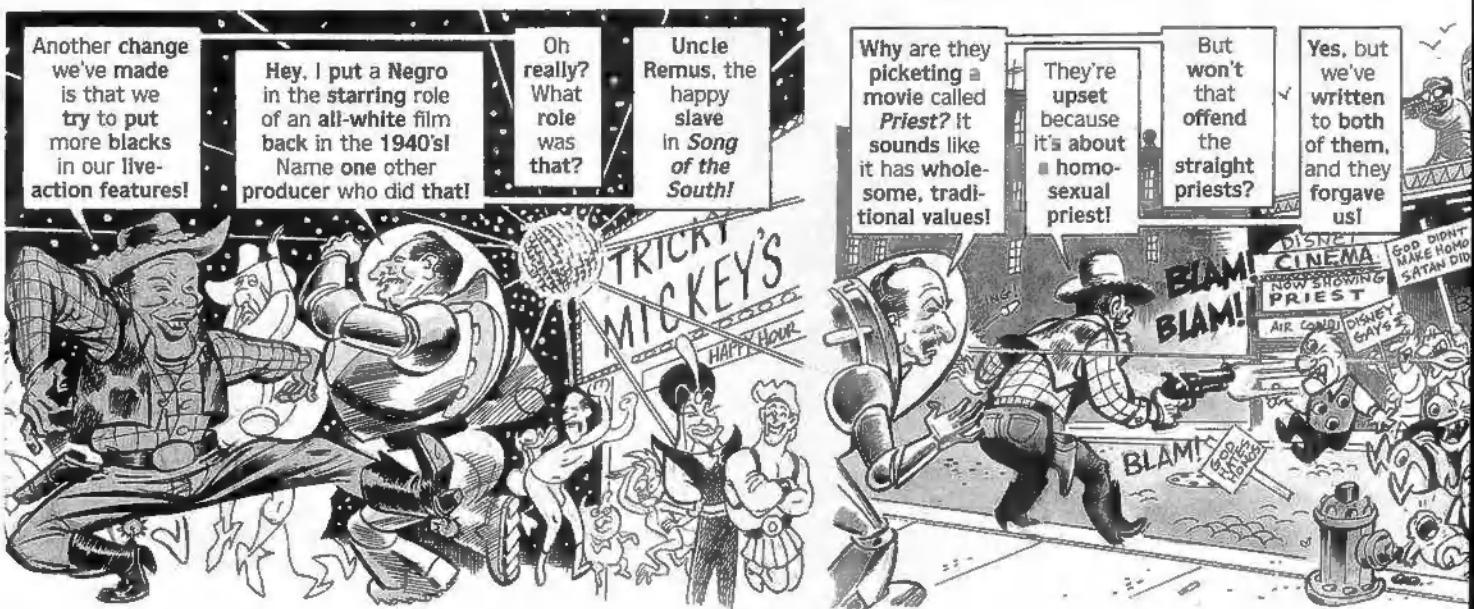
What if you had a wonderful story idea with no possibility of toy spin-offs? Would you make it anyway?

Har! Har! Walt, you've still got that sly sense of humor! "Would you make it anyway?" This guy kills me!

Computer animation is the hottest new technology! The movie *Toy Story* was all done on computer!

That's just the point! By hyping the fact that it was done on computer, we can get audiences to watch the crap that they wouldn't even sit through on free TV!





TALES FROM the DUCK SIDE

TODAY'S EPISODE...

DUMMY & DUMMIER



WHAT BESIEGED
GROUP OF
PEOPLE DOES OUR
MILITARY SEEM
UNWILLING TO
PROTECT?

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

The United States is always sending troops to far-off places to help save people from pestilence, famine and evil wrongdoers who threaten their well-being. One beleaguered group, however, who has had major trouble recently, is not getting the military aid they desperately need. To find out who this group is, fold page in as shown.



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



FREQUENT MILITARY CONFLICTS ARE MAKING DEMANDS ON OUR TROOPS THAT THEY CANNOT HANDLE REASONABLY. FOR MANY HARDENED VETS THE INCREASED PRESSURE IS A SIGN TO CALL IT QUIT

A ►

ARTIST AND WRITER: AL JAFFEE

◀ B

IT'S A GOOD THING!

FRESH FLOWERS ON YOUR GRAVE



cemetary gardening

you're the fertilizer

cremation urn cozies

festive gift wrap

knitting your own

death shroud

recipe for potpourri

embalming fluid

MARTHA STEWART

DYING

Martha Stewart